OCTOBER 14, 1957 THIRTY-FIVE CENTS

27TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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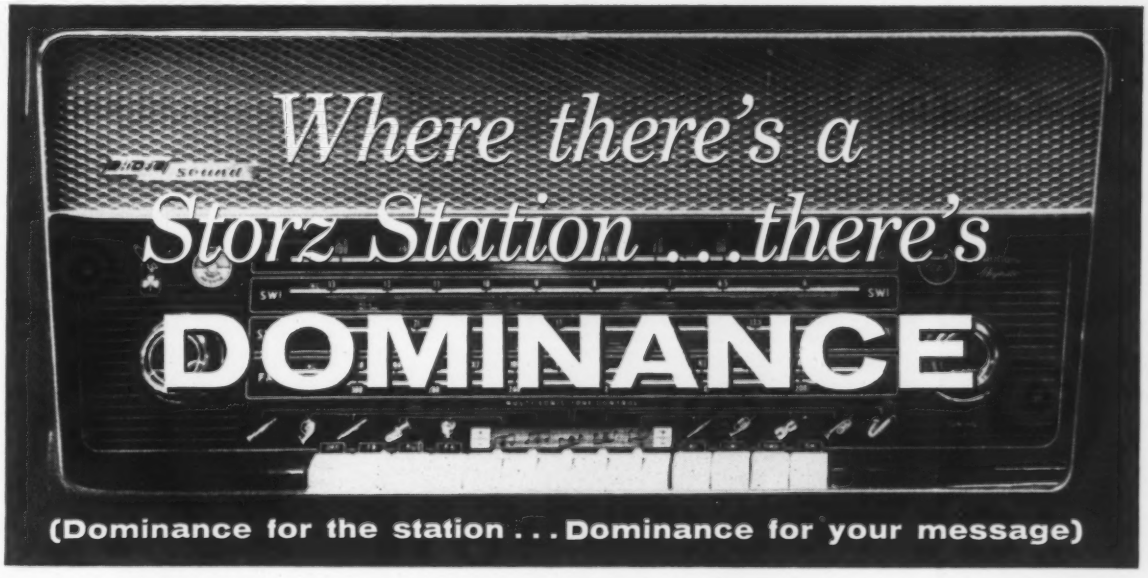


In each of these major markets . . .

more radios are tuned to the Storz Station than any other

MINNEAPOLIS-ST. PAUL WDGY is *first* . . . all-day average. Proof: Hooper (31.9%) . . . Trendex . . . Pulse. See Blair or General Manager Jack Thayer.

KANSAS CITY. WHB is *first* . . . All-day. Proof: Metro Pulse, Nielsen, Trendex, Hooper, Area Nielsen, Pulse. All-day averages as high as 47.0% (Nielsen). See Blair or General Manager George W. Armstrong.

NEW ORLEANS. WTIX is *first* . . . All-day. Proof: Hooper (WTIX 2 to 1) . . . Pulse. See Adam Young or General Manager Fred Berthelson.

MIAMI. WQAM is *first* . . . All-day. Proof: Hooper (42.1%) . . . Pulse . . . Southern Florida Area Pulse . . . Trendex. See Blair . . . or General Manager Jack Sandler.

STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.

WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

KITTY to COMO

IS COLORFULL : THIS FALL

You can see color every day on Channel 5.

WBAP-TV telecasts the complete NBC color line-up

plus these local color shows daily

KITTY'S WONDERLAND – 11:00 AM each weekday. Fascinating entertainment for children featuring cartoons and "stories with a moral".

MARGRET McDONALD SHOW – 11:45 AM each weekday. A long standing, popular show, with Margret's comments on foods and fashions plus interviews with special guests.

HIGH NOON NEWS – 12:00 Noon each weekday. A complete roundup of latest local, regional, and national headline events. Features newscaster Tom Whalen with on the spot film reports.

WBAP-TV is first in color in the Southwest. Local and regional advertisers are presently taking advantage of this new and exciting medium. Schedule your products live or on film in one of these color shows.

WBAP-TV CHANNEL 5

BASIC NBC FOR NORTH TEXAS

FORT WORTH • 3900 BARNETT DALLAS • 1900 NORTH AKARD

AMON CARTER, Founder | AMON CARTER, JR., President | HAROLD HOUGH, Director | GEORGE CRANSTON, Manager | ROY BACUS, Commercial Manager

PETERS, GRIFFIN, WOODWARD, Inc. – National Representatives

FOR THE

FLINT-LANSING

SOFT-PACK TEST

LEO BURNETT

SELECTS

WJIM-TV

MICHIGAN'S GREAT AREA STATION

strategically located
to *exclusively* serve
Lansing.....Flint.....Jackson

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Entered as second class matter March 14, 1933 at Post Office, Washington, D. C., under act of March 3, 1879.

Daniel Boone covered a vast territory . . .

One of that hardy and picturesque band of American frontiersmen who boldly pushed back the barriers to our country's westward expansion, ***Daniel Boone*** *blazed the storied Wilderness Road that opened a new region to pioneer progress.*

today WGAL-TV covers a vast MARKET territory

- 3½ million people
- in 1,015,655 families
- owning 917,320 TV sets
- earning $6¼ billion annually
- buying consumer goods that add up to $3¾ billion annually in retail sales

It's the coverage that makes WGAL-TV America's 10th TV Market!

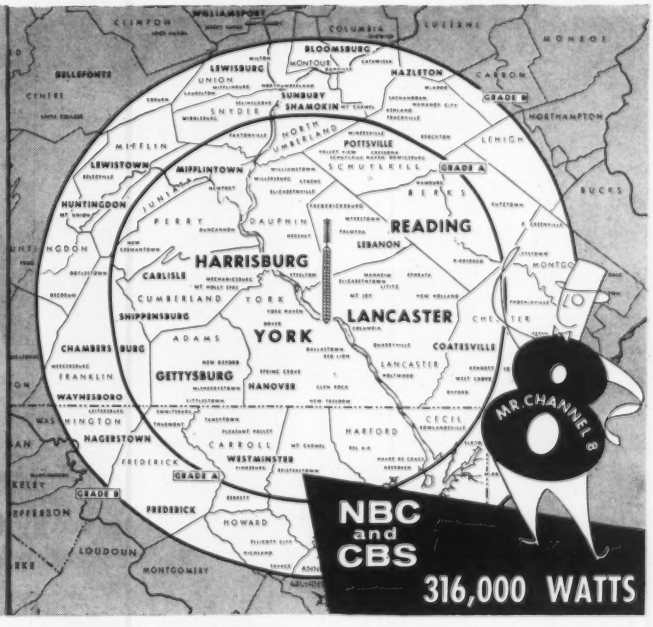
CHANNEL 8 MULTI-CITY MARKET

WGAL-TV

LANCASTER, PA.

NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.



Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

closed circuit.

EIGHT OUT OF TEN • When final processing has been completed in near future, Census Bureau's latest measurement of tv set circulation will show approximately 40 million U. S. homes have at least one video receiver. This is shade over 80% tv home saturation. Bureau's tabulation is based on sampling survey conducted last April for Advertising Research Foundation with aid of NARTB, TvB and network funds. Figures for summer of 1956 were 76.1% saturation and 37.4 million homes.

•

While NARTB telecasters argue at regional meetings over merits and flaws in plan to set up national tv circulation audit, buyers of time are voicing hope latest ARF figures (March 1956) will be updated. These county reports were based on total national circulation of 35.5 million tv homes, 4.5 million below August 1957 total computed by Census Bureau. Incidentally, bureau's latest national report will be broken down into nine U. S. regions compared to four in past reports.

•

JANUARY TARGET • New Office of Network Study, created by FCC as part of Broadcast Bureau to take over unfinished work of Barrow Network Study Staff, should have final phase of Barrow Report dealing with programming-talent ready by first of year. FCC is required to report to Senate Commerce Committee not later than 90 days after release of Barrow Report, or by Jan. 3. Thus it's presumed that FCC Network Study Committee of three commissioners, plus entire FCC, will meet that deadline whether or not program-talent phase is completed by that time.

•

Whether new Office of Network Study will be continued after first of year or made integral part of Broadcast Bureau, under which it now nominally functions, remains to be decided by FCC. At all events, FCC is expected to ask for about $60,000 in additional appropriations to handle study work, this based on presumption that group of 10 (including clerical - stenographic) would be so assigned. Since Network Study Staff budget of $221,000 was expended as of last June 30, nearly all of additional $50,000 allotted by FCC from current funds has been spent or committed for completion of work.

•

MONEY MEN • More realignment is coming at ABC-TV. Jason Rabinovitz, administrative vice president who's dealt primarily with financial matters, has resigned. According to present plans he will not be replaced directly. But Stephen Riddleberger, administrative vice president of ABN (radio), is slated to move into key post under Simon Siegel, financial vice president of parent AB-PT, seemingly enhancing already influential position held by Mr. Siegel. Mr. Riddleberger is due to be proposed for election as AB-PT assistant treasurer at board meeting today (Monday).

•

Ken R. Dyke, vice president of Young & Rubicam (and former NBC executive) who retired from Y&R last week (see story page 37), has 10-year contract for consultancy with agency. He is also considering other consultancy positions, among them offer from Voice of America.

•

GIFT CLUB • Team of five attorneys and investigators of Moulder Committee on Legislative Oversight, which has ensconced itself in FCC quarters to examine correspondence, files and records, expects to be on that job for about year and a half. That's word it has passed along to FCC staff. Meanwhile FCC members are pondering answers to Moulder letter seeking information on gifts, honorariums, loans, fees, entertainment, and such, received from communications interests. Best guess is most members will say they will answer any specific questions in open hearing.

•

Among files being searched by investigators of House Moulder investigating committee are those of NARTB, with particular reference to participation of members of FCC at NARTB conventions and regional meetings during past several years. Records, notably those covering hotel bills, reportedly are being micro-filmed, and presumably will be used as basis for questioning when committee hearings are held next year (story page 60).

•

MEDIA MOVES • Lee Rich, vice pesident and associate media director of Benton & Bowles, New York, will be named director of media for agency shortly, while David Crane, vice president in charge of media, will be promoted to account supervisor capacity in addition to his media title.

•

Tom McAvity, an executive vice president of NBC, reportedly has worked out termination arrangements with network and is considering several agency suggestions, including one by McCann-Erickson, as well as talent-producer-packager offer.

•

CURTAIN RISER • There's excellent chance new ch. 13 WLWI (TV) Indianapolis will hit air this week by virtue of FCC's action last Wednesday announcing intention of denying reconsideration petitions of losers in hotly-contested case. Written opinion probably will reach FCC in time for this Wednesday's meeting and FCC then can okay changes in equipment which previously had resulted in month's holdup at cost to Crosley of $37,000 per week. At last week's meeting 3-3 tie was broken by new Comr. Fred W. Ford, whose ballot favored Crosley.

•

That order inviting applications for toll tv tests ought to be ready for Commission action this week—and if sentiments of commissioners are still same as they were when they instructed staff last month [LEAD STORY, *Sept. 23*], *order could be issued before week is up. But some commissioners, it's known, aren't completely sold that this is right way to handle pay tv, so most observers are putting themselves in "watchful waiting" position.*

•

JAM SESSION • Sen. George Smathers (D-Fla.), author of S. 2834 introduced at end of last session to ban direct or indirect ownership in music publishing or in manufacturing or selling of records by any licensed radio or tv station (aimed at BMI) meets Nov. 7 with 11-man board of Florida Assn. of Broadcasters. FAB President James L. Howe, WIRA Fort Pierce, had requested meeting pursuant to resolution adopted by group condemning bill and citing injury that would be done to public and to broadcasters through such legislation.

•

Among data to be presented to Sen. Smathers by FAB will be results of survey being conducted week of Oct. 14-19 by Florida's some 150 radio and tv stations. This will show breakdown of all numbers performed as between ASCAP, BMI or other copyright owners, as well as number of recordings performed broken down as to label.

•

CASE WITH A BEARD • FCC had discussion of clear channel case last Monday, came to no conclusion and is due to pick up threads again this week. Although no decision reached, leaning understood to be toward some sort of invitation to parties to bring decade-old testimony up-to-date so FCC can plunge into case and come up with some sort of final decision.

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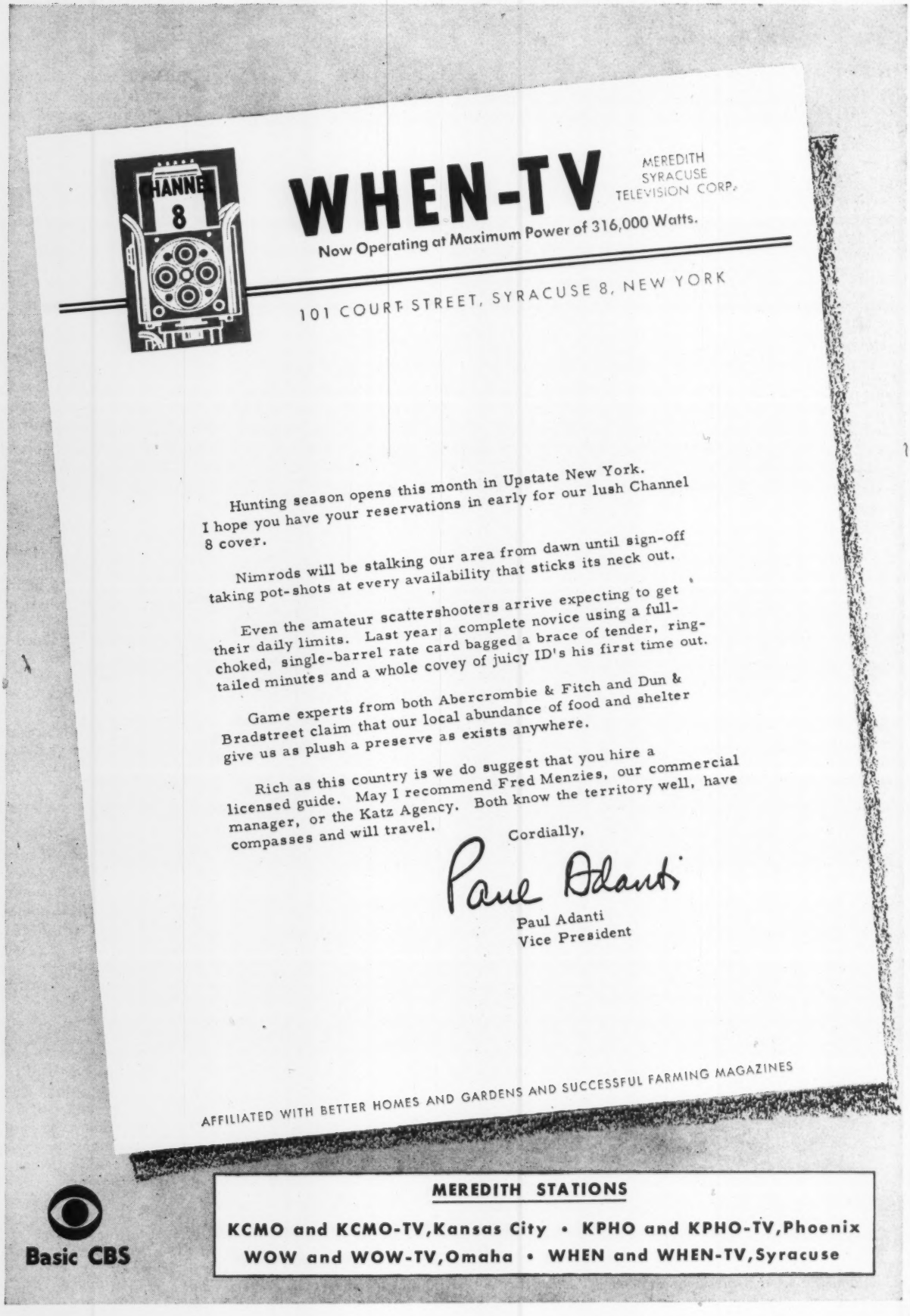
Harry Floyd, account executive at NBC, New York, is expected to be promoted to head of sales in network's Los Angeles office, succeeding John Williams, who is retiring.


CHANNEL 8
WHEN-TV
MEREDITH
SYRACUSE
TELEVISION CORP.
Now Operating at Maximum Power of 316,000 Watts.
101 COURT STREET, SYRACUSE 8, NEW YORK
Hunting season opens this month in Upstate New York. I hope you have your reservations in early for our lush Channel 8 cover.
Nimrods will be stalking our area from dawn until sign-off taking pot-shots at every availability that sticks its neck out.
Even the amateur scattershooters arrive expecting to get their daily limits. Last year a complete novice using a full-choked, single-barrel rate card bagged a brace of tender, ring-tailed minutes and a whole covey of juicy ID's his first time out.
Game experts from both Abercrombie & Fitch and Dun & Bradstreet claim that our local abundance of food and shelter give us as plush a preserve as exists anywhere.
Rich as this country is we do suggest that you hire a licensed guide. May I recommend Fred Menzies, our commercial manager, or the Katz Agency. Both know the territory well, have compasses and will travel.
Cordially,
Paul Adanti
Paul Adanti
Vice President
AFFILIATED WITH BETTER HOMES AND GARDENS AND SUCCESSFUL FARMING MAGAZINES
Basic CBS
MEREDITH STATIONS
KCMO and KCMO-TV, Kansas City • KPHO and KPHO-TV, Phoenix
WOW and WOW-TV, Omaha • WHEN and WHEN-TV, Syracuse

THE WEEK IN BRIEF

LEAD STORY

The Radio Glow Is Explained—Billings rise, advertiser successes and an increased national advertiser return to the medium lend weight to new radio prosperity as Radio Advertising Bureau holds annual National Radio Advertising Clinic. Page **27.**

ADVERTISERS & AGENCIES

Another Satisfied Sponsor—Radio due for greater share of American Motors Corp.'s advertising dollar as pint-sized rambler scoots ahead in sales, proving humor and flexibility go hand-in-hand on radio toward success. Page **36.**

Changing the Tune—Manischewitz "moves out of Tin Pan Alley into Carnegie Hall" as new agency, Lawrence C. Gumbinner Adv., tones up radio-tv spot campaign, "dignifies" product, drops "kosher" identification in order to broaden consumer appeal. Tv will outweigh radio, but both are trimmed to accommodate print. Page **35.**

GOVERNMENT

Moulder Wants Look in Closets—Congressman sends all encompassing letter to industry groups and individuals in search of "skeletons" hiding in FCC and network closets. Committee hearing on alleged conspiracy to withhold information scheduled for Thursday. Page **60.**

Aftermath of Barrow's Bomb—The silence is deafening at networks on special report. On the other hand, the report received expected praise from Celler, Bricker and Moore as FCC continues to digest the lengthy treatise. Page **74.**

Baum: Man in a Pivot Spot—A thumbnail profile of the chief of the newly-created Office of Network Study. Page **76.**

U. S. Income Rose 7% in '56—Commerce Dept. reports folks had $324 billion to spend last year, compared to $303 billion in 1955. Page **72.**

What Does the Russian Moon Mean?—Sputnik kicks off speculation on frequency demands and possible use of satellites as repeaters or relays for world-wide tv coverage. There's an artificial moon in tv's future, is latest tune. Page **62.**

TRADE ASSNS.

NARTB Region 5 Meets in Kansas City—Impact of government actions on stations and networks operations discussed. Russian satellite focuses more attention on spectrum demands, delegates are told. Former President Truman advocates public pay tv tests be held. Page **44.**

The Outlook for Intercontinental Tv—Unitel's Halstead tells SMPTE Philadelphia meeting that it's inevitable within next few years. Six day semi-annual convention explores new facets in tv film. Page **52.**

Tv Censorship—It's one of the topics discussed at New York forum of Academy of Tv Arts & Sciences. Page **50.**

Sharpe, Simpson Elected—Assn. of Independent Metropolitan Stations selects officers at Evanston, Ill., meeting. Page **58.**

A BROADCASTING SPECIAL

Some Advice on Film Commercials—Valentine Sarra, president of Sarra Inc., tells some of the thinking that should go into the buying and creating of filmed sales messages. He speaks in a special BROADCASTING tape recorded interview. Page **120.**

OPINION

Evaluate Rotation Radio Thoroughly—It can do a great job for the advertiser, writes Jean Simpson in the MONDAY MEMO series, but careful thought should be given as to how applicable it really is. Page **129.**

NETWORKS

Bunker Appointed—CBS-TV names WXIX (TV) general manager as vice president and director of station relations at network. Page **88.**

MANUFACTURING

Ampex' New Offering—First machine of the VR-1,000 line is expected to be completed in November. Price tag: $46,000. Page **79.**

INTERNATIONAL

Four Get Stations in Canada—Two radio, two televisoin outlets recommended by CBS board of governors. Page **105.**

DEPARTMENTS

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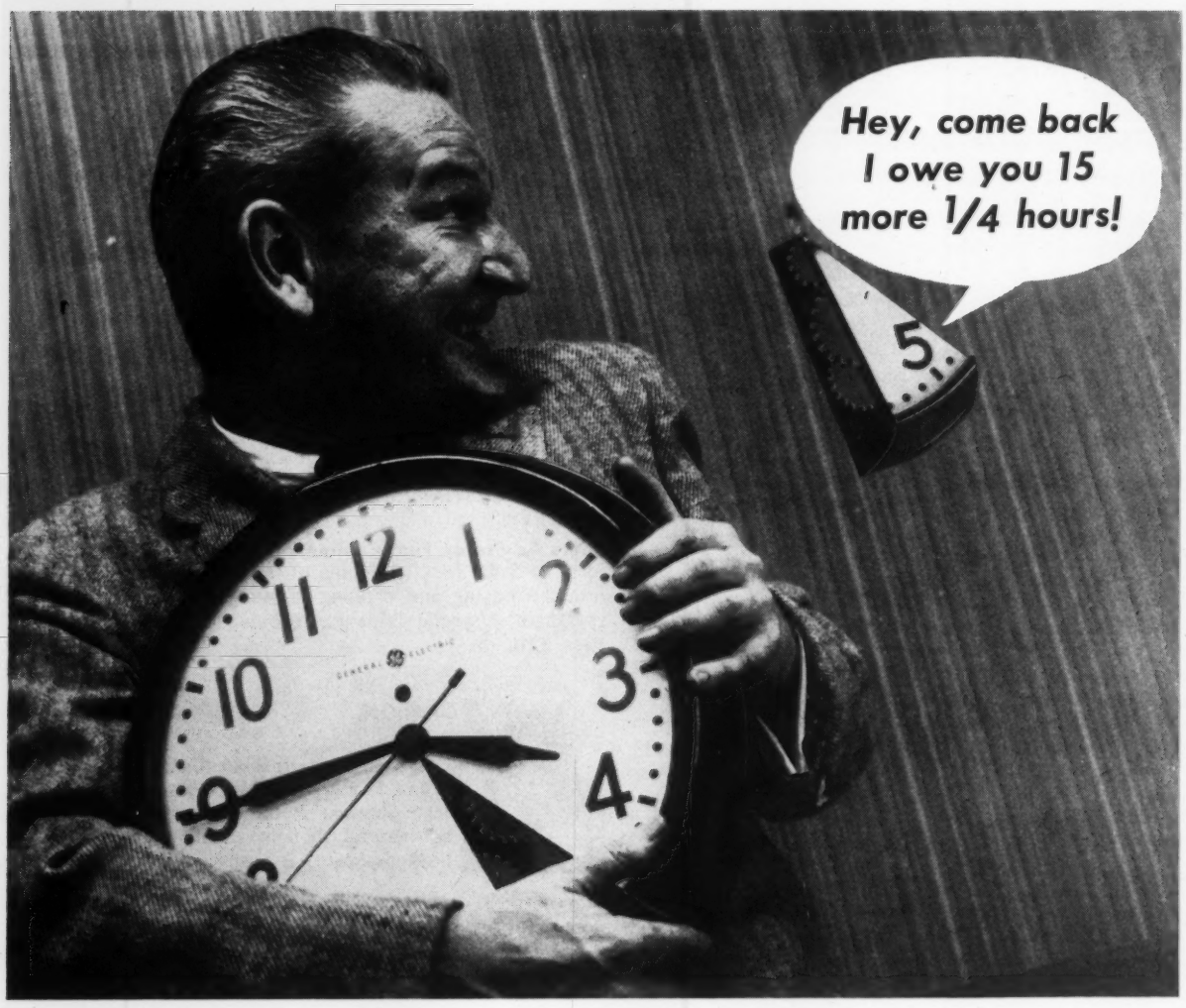


You may remember reading in this space last month that WTIX controlled all but 22 **Pulse** quarter hours.

Now WTIX is first in *all* but 7 of New Orleans' 288 daytime **Pulse** quarter hours, Monday through Saturday.

So you can see there's been a great improvement.

Other changes for the better: WTIX first place Hooper now up to 24.3% (August-September).

WTIX first place Hooper quarter hours: 200 out of 220 (June-September).

WTIX first place Pulse: 21.1% (July-August, Monday through Saturday).

But enough of our figures. Let's talk about you and how Storz Station programming excitement can help you in New Orleans.

Ask Adam Young . . . or WTIX General Manager Fred Berthelson.

WTIX

first and getting firster in
11 station

NEW ORLEANS

STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING

TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.

WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

at deadline

Caster, Robison Pay $2 Million For Ch. 5 KGEO-TV Enid, Okla.

Purchase of ch. 5 KGEO-TV Enid, Okla., by Louis E. Caster and Ashley Robison for approximately $2 million announced Friday. Mr. Caster is 7.1% owner of WREX-TV Rockford, Ill.—being sold to Bob Hope and associates for $2.85 million [AT DEADLINE, August 26]—and Mr. Robison is former broadcaster who is one of group buying WREX-TV, KGEO-TV began operating in 1954 and is affiliated with ABC. It covers Enid and Oklahoma City, and is owned by P. R. and L. D. Banta, 41%, George Streets, 13.1%, and others. Mr. Robison owns 75% of KOVO Provo, Utah, and at one time owned KCCC (TV) Sacramento, Calif.

Time Inc. Makes Radio-Tv Shifts Occasioned by Death of Wayne Coy

Executive realignment in Time Inc.'s radio-tv operations, occasioned by death of Wayne Coy [STATIONS, Sept. 30], announced by Time Inc. President Roy E. Larsen.

Hugh B. Terry, president and general manager of KLZ-AM-TV Denver, becomes member of board of TLF Broadcasters Inc., subsidiary which owns and controls Time Inc. stations. Weston C. Pullen Jr., Time vice president for broadcasting, assumes Mr. Coy's title as president of Twin State Broadcasting Inc., licensee of WFBM-AM-TV Indianapolis and WTCN-AM-TV Minneapolis.

Eldon Campbell, vice president and general manager of WFBM-AM-TV and Philip Hoffman, vice president and general manager of WTCN-AM-TV, become board members of Twin State. G. Bennett Larson still president and general manager of KDYL and KTVT (TV) Salt Lake City and Willard Schroeder president and general manager of WOOD-AM-TV Grand Rapids.

Michigan Bar Limited on Air

Attorneys and judges in Michigan no longer can appear on public service campaigns or use air time during political campaigns, Michigan Assn. of Radio & Tv Broadcasters informed Michigan Bar Assn. Friday. Broadcast group based this position on interpretation of bar code of ethics, which holds attorneys and judges can't appear on broadcasts.

Letter sent by Martin Giaimo, WJEF-AM-FM Grand Rapids, MARTB president, asks bar group for clarification of code's meaning and proposes conference.

RCA, Ampex Exchanging

RCA and Ampex Corp. today (Mon.) announce signing of agreement for exchange of patent licenses covering video tape recording and reproducing systems for both black-and-white and color.

Information on Daytime Viewers Needed, NARTB Tells Regional

Adequate information on daytime viewing should be provided in NARTB's proposed tv circulation audit plan, association's regional meeting at Kansas City was told Friday morning in discussion session. Broadcasters showed interest in proposal and asked many questions after it had been explained by Richard M. Allerton, NARTB research manager, and Thad H. Brown Jr., tv vice president.

Norman E. Cash, president of Television Bureau of Advertising, suggested project should not be submitted to agencies until industry has given it united support. Feature of Friday morning session was radio sales panel, plus reports on remote control of transmitters and Washington developments. Marvin Katz, vice president-promotion manager of Katz Drug Co. chain, told radio group Katz has doubled business over 1956 through use of radio and tv.

Resolutions urged FCC to delay basic changes in tv allocation pending report of Television Allocations Study Organization; supported proposals for FCC delay in action on pay tv applications and called on broadcasters to tell legislators true facts about BMI-ASCAP controversy.

Final registration at Kansas City was 242, largest in three-year history of regional meetings.

At afternoon session, James Monroe, news director of KCMO-AM-FM-TV Kansas City, said management should give newscasters more air time so they can justify fight to obtain access to news sources.

Indianapolis Ch. 13 Grant Stands

FCC instructed staff Friday to deny petitions seeking reconsideration of March 8 grant of ch. 13 Indianapolis, Ind., to Crosley Broadcasting Corp. (WLWI [TV]). Petitions filed by unsuccessful applicants WIRE and WIBC Indianapolis and Mid-West Tv Corp. Still pending FCC approval is application by WLWI to change equipment type and other engineering data, hung up last few weeks on 3-3 tie votes [CLOSED CIRCUIT, Oct. 7.]. Opinion will be expedited, it is understood, so Commission may act on it this week. At same time it will, it is believed, approve Crosley modification of construction permit permitting WLWI to commence operation by week's end.

UPCOMING

Oct. 14-15: NARTB Region 8, Multnomah Hotel, Portland, Ore.
Oct. 17-18: NARTB Region 7, Brown Palace Hotel, Denver.
Oct. 18: UP Broadcasters of Wisconsin, Mead Hotel, Mead Rapids.
Oct. 20-21: Texas Assn. of Broadcasters, Baker Hotel, Dallas.
Other upcomings on page 56

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 27.

GAME HUNTING • Parker Bros. (games), Salem, Mass., reported looking for spot radio availabilities in New England and eastern markets for launching of campaign shortly for various games. Agency: Badger & Browning & Parcher, Boston.

TWO ON BANDSTAND • General Mills (Cheerios) Minneapolis, through Dancer-Fitzgerald-Sample, N. Y., signed for alternate Friday, 4:15-4:30 p.m. EDT segment of ABC-TV's *American Bandstand* (Mon.-Fri. 3-4:30 p.m.), starting Nov. 8. Seven-Up Co., St. Louis, through J. Walter Thompson Co., Chicago, will sponsor 12 quarter-hours of *Bandstand*, starting Dec. 2.

FOUR-STATE DRIVE • Block Drug, Jersey City (Pycopay toothpaste), placing 26-week radio spot campaign, effective mid-October, in four states: Mississippi, Missouri, Indiana and Florida. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

TIME FOR DATES • Dromedary Co., Washington, N. Y. (Dromedary dates) planning two radio spot campaigns—one starting three weeks before Thanksgiving and second three weeks before Christmas in undetermined number of markets. Agency is Lennen & Newell, N. Y.

BACK AT MBS • B. T. Babbitt Co., N. Y., (Bab-O) in its first use of MBS in five years, signed for saturation spot campaign on network starting today (Mon.) for three weeks. Agency: Donahue & Coe, N. Y.

BISSELL TO BURNETT • Leo Burnett Co., Chicago, named agency for Bissell Carpet Sweeper Co., Grand Rapids, Mich., effective Jan. 1. Bissell currently is handled by N. W. Ayer & Son, Phila., which reported it has obtained account of Pyrex Consumer Products Div., Corning Glass Works, Corning, N. Y., resigned last month by Maxon Inc., Detroit.

FOR 'TODAY' AND 'TONIGHT' • National Carbon Co. (Prestone anti-freeze), N. Y., signed for 10 participations in NBC-TV's *Today* and *Tonight*, starting today (Mon.). Order said to represent $103,000 in billing. Agency: William Esty Co., N. Y.

Film Sales Session in Chicago

New sales pattern and programming plans expected to highlight national meeting of salesmen of National Telefilms Inc., New York, to be held in Chicago this coming Friday through Sunday.

at deadline

Stay Against WCDA (TV) Use Of Albany-area Ch. 10 Denied

Court of Appeals, Washington, denied request for stay against FCC's approval of temporary operation on ch. 10 Vail Mills, N. Y., by ch. 41 WCDA (TV) Albany, N. Y. Appeal and request for stay brought by WVET-TV Rochester, N. Y., applicant for Albany-area ch. 10. Stay appeal argued Thursday before Circuit Judges Henry W. Edgerton, E. Barrett Prettyman and Warren E. Burger.

Meanwhile, FCC's approval of simultaneous operation on ch. 12 and ch. 20 by WJMR-TV New Orleans appealed to court by WJTV (TV) Jackson, Miss., and Oklahoma Tv Corp. WJTV operates on ch. 12; Oklahoma Tv Corp. (KWTV [TV] Oklahoma City, Okla.) is applicant for New Orleans' ch. 12. WJMR-TV's authority to operate on ch. 12 is experimental.

RCA Plans New Color Warranties

Three new types of consumer service warranty for one additional year, and RCA Victor color television sets in second-year use were announced Friday by E. C. Cahill, president, RCA Service Co. He said warranty extensions "reflect our confidence in the efficient and trouble-free operation of color tv receivers."

$39.95 plan extends inital picture tube warranty for one additional year and RCA Service Co. will install replacement if receiver is within branch service zone. Second plan at $34.95 extends picture tube warranty additional year but does not include cost of service for actually replacing picture tube. $59.95 plan not only extends picture tube warranty one additional year but also extends initial warranty on parts and receiving tubes for additional 21 months.

Sputnik Rocket Film Claimed

INS-Telenews' bureau manager in Boston, Harry Mamas, claimed Friday to have filmed some 40-50 ft. of the rocket following Sputnik, Soviet Union's artificial "moon" satellite, and ABC-TV, which is fed INS-Telenews film for its *John Daly and the News* (7:15-7:30 p.m. EDT) scheduled film for Friday showing. Meanwhile CBS Radio released to news publications film strip taken of oscilloscope displays of Sputnik's beeps made by CBS technicians in three-day period. Dr. Kenneth Franklin, astronomer with American Museum-Hayden Planetarium, appeared on CBS Radio's *The World Tonight* Thursday claiming satellite is transmitting its intelligence in code. Film strip shows variations in composition of 20 mc signal. Mr. Mamas' filming occurred at Cambridge, Mass., where Smithsonian astrophysical observatory staff was attempting sightings.

Indicators Pointing to More Tv On Tap at Loew's MGM-TV Unit

Though crippled by internal struggle for control—issue may be decided in part this week at special stockholders meeting—Loew's Inc., via its MGM-TV division, can be expected to accelerate tv activity, particularly if management issue is brought to close quickly. Indicator of Loew's tv direction: growing role in top management by Robert H. O'Brien, former financial vice president and secretary of American Broadcasting-Paramount Theatres who last summer moved to Loew's as vice president and treasurer. Mr. O'Brien brings additional financial know-how to MGM's stable of movie tv negotiators, works closely with Charles C. (Bud) Barry, vice president in charge of MGM-TV. Both Messrs. O'Brien and Barry are among top-level participants for upcoming ABC-TV and MGM-TV exploration for deal on production facilities (see page 88).

FDA Media Right Sustained

Right of Food & Drug Administration to use media in informing public of products and foods it considers dangerous was upheld Friday in U. S. District Court, District of Columbia. Judge Alexander Holtzoff upheld constitutionality of public information section of Federal Food, Drug & Cosmetic Act and declared it public duty of FDA to tell about worthless or dangerous products and services. Ruling came when suit was filed by Harry M. Hoxsey, Dallas, operator of cancer clinic, who challenged law after FDA had obtained help of radio, tv and other media in publicizing its views on clinic.

RKO Television Moves in N. Y.

RKO Television, division of RKO Teleradio Pictures Inc., has moved its New York offices from 1440 Broadway to 1270 Avenue of the Americas. Move is part of company consolidation with executive, administrative, sales, traffic, advertising, research and promotion housed under one roof.

VALUE OF THE WEEK

Green stamps—gift merchandise in return for business—are coming to Madison Ave. In elaborate but tongue-in-cheek interpretation, Blair-Tv's Bill Vernon, account executive, plans to send Green "Vernon Value Stamps" to timebuyers who place orders with tv station representative. Buyer, once he has accumulated enough stamps, can redeem them for such "prizes" as lip reading course or 1957 Cadillac hubcap. Stamps and booklets are printed, and campaign is about to break.

PEOPLE

PHILIP L. JEFFERSON, National Brewing Co., Baltimore, to Norman, Craig & Kummel, N. Y., as account executive, effective Nov. 1. **ROBERT E. McGINLEY,** D'Arcy Adv., St. Louis, also to NC&K in merchandising field staff in Chicago.

ROBERT A. DAVIS promoted from product advertising manager for cheese to general advertising manager of Kraft Foods Co., division of National Dairy Products.

WILLIAM S. RAYBURN, formerly copy supervisor, Dancer-Fitzgerald-Sample, N. Y., and at Kenyon & Eckhardt, N. Y., to similar capacity at Reach, McClinton & Co., N. Y.

HENRY SLAMIN, for 10 years with Harry B. Cohen Adv., N. Y., to Grocery Products Div. of Donahue & Coe, N. Y., as account executive.

ROBERT H. ALTER, for seven years salesman with *New York Daily News*, to national sales staff of Radio Advertising Bureau, N. Y.

BPA Adds 2 Topics to Agenda

Broadcasters Promotion Assn. announced Friday topics "Merchandising" and "Promotion Cooperation with Agencies and Syndicates" added to agenda of second annual convention and seminar of BPA at Sheraton Hotel in Chicago, Nov. 1-2. Paul Woodland, advertising-sales promotion manager, WGAL-AM-TV Lancaster, Pa., will preside over session on merchandising and John Hurlbut, sales promotion manager, WFBM-AM-TV Indianapolis, over that on promotion cooperation.

Georgia Institute Scheduled

Thirteenth annual Georgia Radio & Television Institute will take place Jan. 29-31 at U. of Georgia, according to Georgia Assn. of Broadcasters and Henry W. Grady School of Journalism, co-sponsors. George Patton of WBML Macon, chairman of the GAB education committee, heads institute planning committee. Meeting brings together radio-tv students and broadcasters for speeches and panel sessions featuring broadcasting leaders.

CBS Host to Air Force Unit

Five CBS executives played host Friday to some 100 U. S. Air Force officers in New York City in connection with Third Annual Air Force Information Services Seminar, sponsored by 9215th Air Reserve Squadron, unit of New York reservists employed in broadcasting, news, advertising and public relations fields. "Television 1957" was principal topic of seminar, and speakers included Louis G. Cowan, vice president of CBS Inc.; John F. Day, CBS director of news; Walter Cronkite, CBS news correspondent; Jack Bush, manager of film production for CBS Newsfilm, and Charles Vanda, vice president of WCAU-TV Philadelphia.

KMJ-TV NOW SHOWING

MGM

FILM PACKAGE

EFFECTIVE OCTOBER 6th

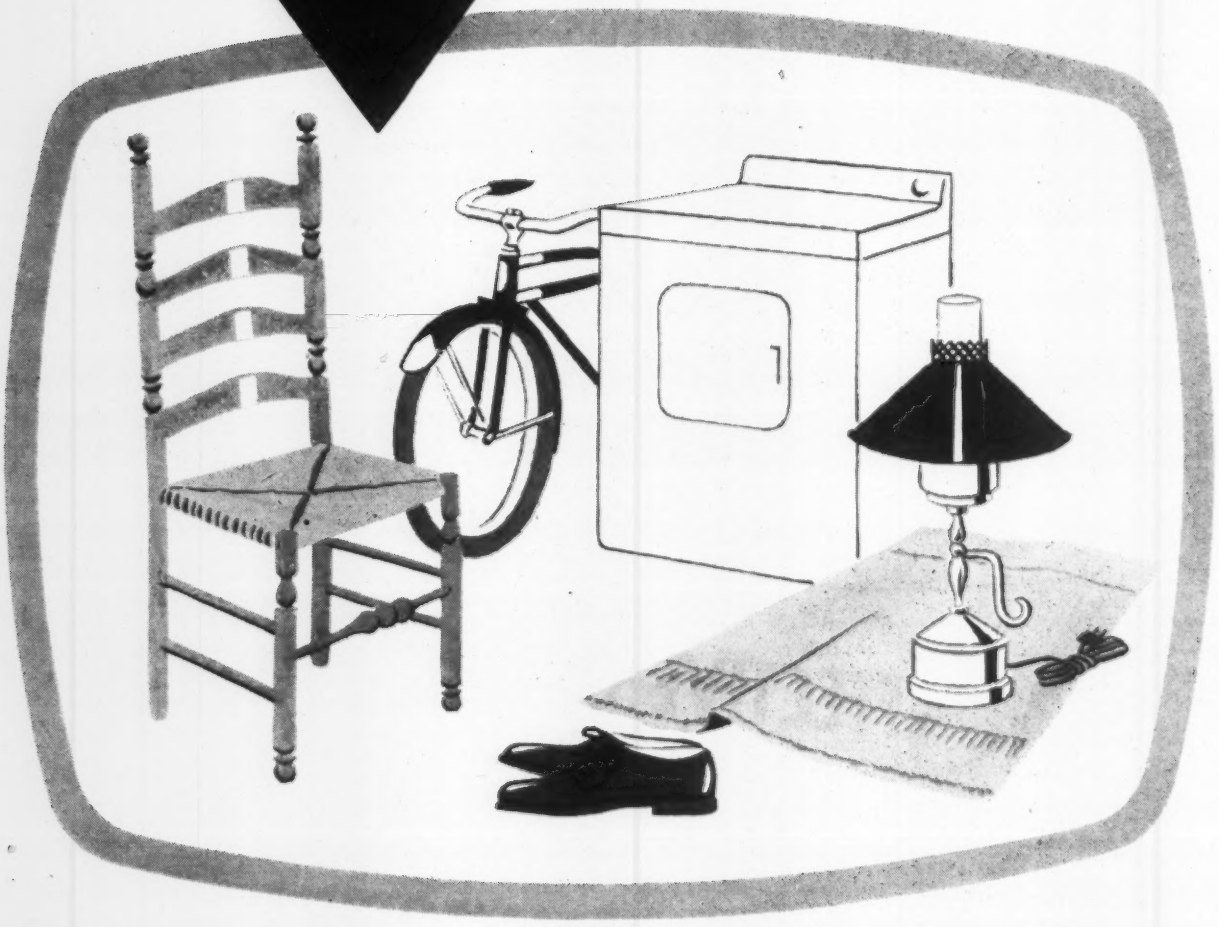
K M J - T V

FRESNO, CALIFORNIA

KMJ-TV, FRESNO, CALIFORNIA • PAUL H. RAYMER, NATIONAL REPRESENTATIVE

There Must Be A Reason Why

Millions and M



TELEVISION DIVISION **Edward P**

THE

NEW YORK · CHICAGO · ATLANTA BOS

dMillions of Dollars

were *invested* in Spot TV advertising on
GENERAL MERCHANDISE
by leading manufacturers during 1956

Morning . . . noon . . . afternoon . . . night—nowhere else but in Spot TV can General Merchandise advertisers pick just the members of the family they want to talk to with such rifle-shot accuracy! That's why you don't *spend* money in Spot TV, you *invest* it for greater sales returns. And Petry stations go into ⅓ of all American TV homes. Call Petry for the complete story.

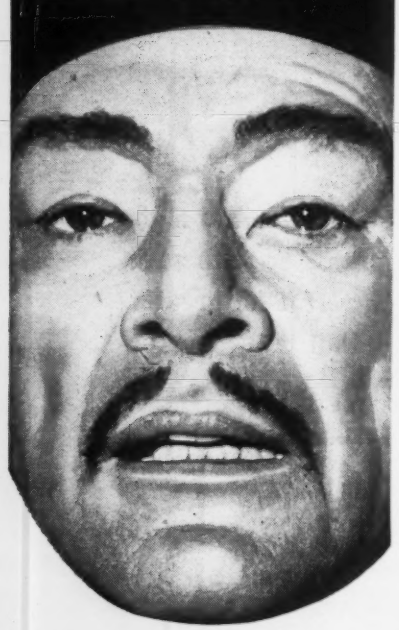
KOB-TV . . . . . Albuquerque	WISN-TV . . . . . Milwaukee
WSB-TV . . . . . Atlanta	KSTP-TV . . . . . Minneapolis-St. Paul
KERO-TV . . . . . Bakersfield	WSM-TV . . . . . Nashville
WBAL-TV . . . . . Baltimore	WTAR-TV . . . . . Norfolk
WGN-TV . . . . . Chicago	KMTV . . . . . Omaha
WFAA-TV . . . . . Dallas	WTVH . . . . . Peoria
WESH-TV . . . . . Daytona Beach	WJAR-TV . . . . . Providence
WTVD . . . . . Durham-Raleigh	KCRA-TV . . . . . Sacramento
WICU . . . . . Erie	WOAI-TV . . . . . San Antonio
WNEM-TV . . . . . Flint-Bay City	KFMB-TV . . . . . San Diego
WANE-TV . . . . . Fort Wayne	KTBS-TV . . . . . Shreveport
KPRC-TV . . . . . Houston	WNDU-TV . . . . . Sound Bend-Elkhart
WHTN-TV . . . . Huntington-Charleston	KREM-TV . . . . . Spokane
WJHP-TV . . . . . Jacksonville	KOTV . . . . . Tulsa
KARK-TV . . . . . Little Rock	KARD-TV . . . . . Wichita
KCOP . . . . . Los Angeles	

dPetry & Co., Inc.

THE ORIGINAL STATION REPRESENTATIVE

NTA BOSTON · DETROIT · LOS ANGELES · SAN FRANCISCO · ST. LOUIS

NEW
CHARLIE CHAN SELLS!



78 markets snapped up in first six weeks! Coca-Cola in Atlanta! NBC O-&-O in Los Angeles! Dixie Beer! Bowman Biscuit! Prescription 1500 in 10 markets! J. Carrol Naish, the NEW Charlie Chan, "the best ever to do the role." See it today, and you'll have to agree the new CHARLIE CHAN sells!

tpa

Hurry! Markets are being reserved today! Wire or phone for private screening!

Television Programs of America, Inc.
488 Madison Ave., N. Y. 22 • PLaza 5-2100

THE REAL McCOYS

ABC-TV's *The Real McCoys* may not (to quote network publicity) be "the biggest thing to hit California since the earthquake of 1906," but it gives promise of outlasting several other so-called westerns this fall season.

It's not precisely an adult western, but a family situation piece about the McCoys, who pull up stakes from the hills of West Virginia and move to the San Fernando Valley: a kind of dear hearts and gentle people motif against a western setting, with salty old Walter Brennan in fine humor as Grandpa Amos.

The opening episode deals with the cross-country move and the inevitable readjustment to a new setting in an old, run-down house. This gives rise to many humorous incidents as the migrant family copes with inconveniences.

If this series continues to adhere to the premiere standards of aptly-drawn characterizations and a well-written script, Mr. Brennan and cast need have little worry about their Nielsen rating.

Production costs: Approximately $47,000. Sponsored by Sylvania Electric Products Inc. through J. Walter Thompson Co., on ABC-TV, Thursday, 8:30-9 p.m. EDT. Started Oct. 3.
Director: Sheldon Leonard; producer: Irving Pincus; associate producer: Norman Pincus.

THE POLLY BERGEN SHOW

How important is a new show's first offering to its future success? Polly Bergen and NBC-TV will be awaiting the answer following the first two exposures (first, poor; second, excellent) of the *Polly Bergen Show*, alternating on Saturday nights with *Club Oasis*.

The first show (Sept. 21), built around a "panel" arguing how best to use the talents of a singer on tv, fell flat—and this is treating the so-called "panel" kindly. Adding nothing—except an urge to switch the dial—were Jack Bailey, Sylvia Sydney and Julius LaRosa. Jack Carson atoned somewhat for his contributions to the negative "panel" in a funny, but corny, vaudeville routine with Miss Bergen. And, Miss Bergen herself performed more than adequately in several numbers successfully designed to show that she could dance as well as sing several types of songs.

Miss Bergen's second show (Oct. 5) was an entirely different matter. It was excellent entertainment from start to finish, with the beautiful and talented star ably supported by Ernie Kovacs. Mr. Kovacs expanded his famous Nairobi Trio into the Nairobi Symphony with highly pleasing results, which again brings up the question asked many times before: Why doesn't this guy have his own show?

It is to be hoped that the first show will be forgotten and that future shows will be more in line with the second offering.

Production costs: $45,000.
Sponsored by Max Factor & Co. through Doyle Dane Bernbach, on NBC-TV, Saturday, 9-9:30 p.m., alt. weeks.
Packager: Kam Productions.
Producer-director: Bill Colleran; associate producer: Stanley Poss; music conductor: Luther Henderson Jr.; scenic designer: Paul Barnes; unit manager: Al Sher; writers: Mike Stewart, Phil Minoff and Tom Murray.

THE PAT BOONE CHEVY SHOWROOM

Probably the most rewarding fact about ABC-TV's new *Pat Boone Chevy Showroom* is that a talented singer from the younger-than-Como-and-Crosby set has arrived in weekly network tv in full possession of his bearings. No gyrations, no gimmicks —just singing and being his refreshingly wholesome self.

The Oct. 3 *Chevy Showroom* premiere showcased Mr. Boone's talents for various tempos ("Love Letters in the Sand," "Yes, Indeed," "Technique") plus an appealing duet ("There's An Awful Lot of Coffee in Brazil") with guest Anna Maria Alberghetti, who, needless to say, sings well in her own right. Choral effects added luster to the fleeting half-hour, as did Mr. Boone's introduction of his daughter, Cherry.

Mr. Boone further demonstrated his versatility by leading into Chevrolet's truck commercials and engaging in polite patter with Miss Alberghetti about his family. The show's most intriguing touch: a "Tunivac" machine which, when the lever was pulled, handed Mr. Boone a ukulele.

For all his virtues Mr. Boone retains the one slightly irritating quality that marred his motion picture debut ("Bernadine"): an occasional and obvious lapse into the ultra-informality of throw-away dialogue, doubtless picked up from idol Crosby.

Production costs: Approximately $50,000. Sponsored by Chevrolet Div. of General Motors Corp. through Campbell-Ewald Co., on ABC-TV, Thursday, 9-9:30 p.m. EDT. Started Oct. 3.
Producer: Joe Santley; director: Frank Satenstein; musical director: Mort Lindsay.

THE WALTER WINCHELL FILE

The presence of Walter Winchell as narrator-actor does much to keep this new film series from lapsing into the run-of-the-mill category. The storyline of the first offering, concerned with a New York detective who must decide where fear ends and courage begins, wasn't particularly unusual and resolution of the story problem with a gunfight climax is all too familiar.

However, on the plus side is the presence of Mr. Winchell, who connotates big city reporting to most people and epitomizes much of the glamor associated with New York journalism in bygone days. Fortunately, too, this feeling is not furthered by pseudo-"Front-Page" histrionics.

Casting for the first show was good. Jacques Aubushon, as the middle-aged

Continues on page 96

Western New York radio listeners

acclaim WGR's *switch to* **all good music**

AS A RESULT of an independent, impartial survey of the music preferences of Western New Yorkers, WGR RADIO is now programming recorded music in strict accordance with the desires of the vast majority of radio listeners.

CAREFULLY SELECTED GOOD MUSIC is guaranteed at the WGR spot on the dial, and hundreds of listeners have expressed their thanks. These listeners are not teen-agers . . . *they are people who buy!*

ADD TO THIS, WGR's new policy of broadcasting *direct* from the leading shopping centers of Western New York. From the new mobile unit "Studio 55", WGR's popular personalities meet their audiences, in person, and keep abreast of their tastes. It all takes place . . . *at the point of sale!*

If you want to SELL something in BUFFALO . . . Buy Spots or Segments on . . .

WGR *radio*

National Representatives:
PETERS, GRIFFIN, WOODWARD, INC.

WE
HEARTILY
RECOMMEND
AND
ENDORSE

Carolyn Sholdar Associates

30 PARK AVENUE, NEW YORK 16, N.Y.

WTRF-TV
CHANNEL 7

WHEELING, WEST VIRGINIA
Robert W. Ferguson, General Manager

OPEN MIKE

Foreshadows Coin-Box Blues

EDITOR:

Our photographer snapped this in front of our building a couple of weeks ago. To my mind this is a good takeoff of what the people could expect if they are subjected to pay television. Just imagine this rig being rolled into the television homes of America, the meter emptied and poured into the funnel. As the old saying goes, "We do not miss

the air we breathe until it is taken from us." It will be a sad day in free America if people ever have to pay for their radio and television.

Walter J. Brown
President
WSPA-AM-FM-TV
Spartanburg, S. C.

Rebuttal of Shaw's News Ideas

EDITOR:

Re: "Do Radio-Tv Deserve Equal Access" by Charles Shaw of WCAU Philadelphia [TRADE ASSNS., Sept. 23], we will agree in part that *all* radio and tv news operations are not up to standards considered high in journalism. . . .

As for radio-tv attempting to gain prestige by demanding equal access, Mr. Shaw should reflect on the equally reprehensible practice of newspapers in attempting to use so-called prestige as a lever for monopoly and business gain. He should, with all his background, certainly recognize the almost universal practice of political reporting on the part of newspapers. By and large, political association in radio-tv news is a thing of minority note. . . .

Mr. Shaw is in a position of apparent dissatisfaction with radio-tv news personnel because not all of them came up through the printed news medium. Mr. Shaw might look carefully into many very creditable radio-tv news operations around the country, operations involving key men who never worked on a newspaper and were brought up in radio-tv. . . .

We in the business are most vitally concerned over the issue of equal access as pertains to mechanical reporting assistance. Newspaper readers the country over see regularly slanted reports of incidents based solely on the facility of the pencil-pad reporter. We feel strongly that such instru-

In Louisville -

the more you compare balanced programming, audience ratings, coverage, or costs per thousand— or trustworthy operation—the more you'll prefer

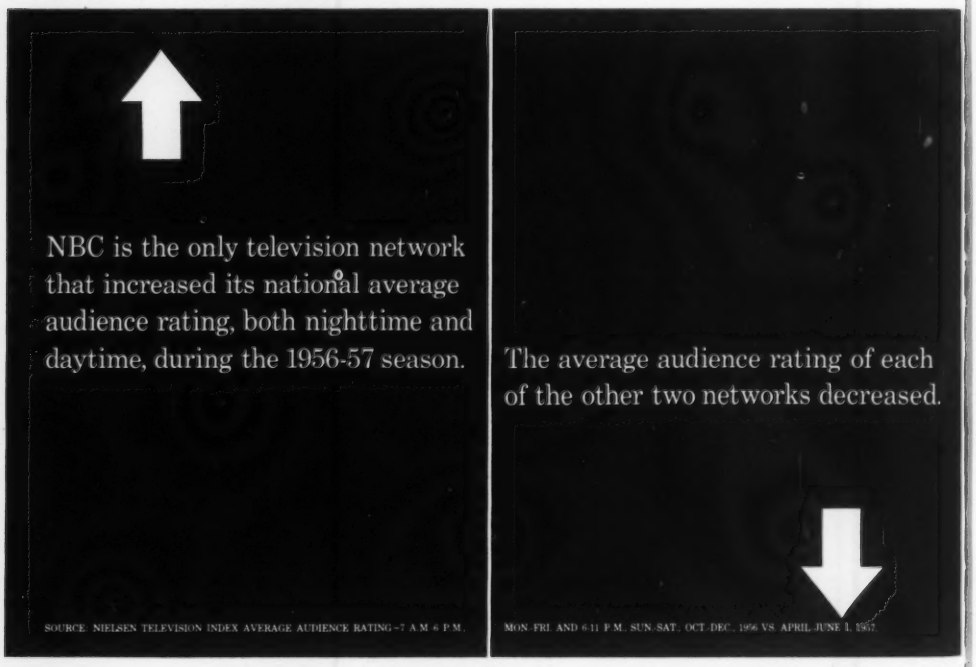
WAVE Radio
WAVE-TV

LOUISVILLE
NBC AFFILIATES
NBC SPOT SALES, EXCLUSIVE NATIONAL REPRESENTATIVES

WFIE-TV, Channel 14, the NBC affiliate in Evansville, is now owned and operated by WAVE, Inc.

Television's most revealing

JULY 1957... A SEASON ENDS


NBC is the only television network that increased its national average audience rating, both nighttime and daytime, during the 1956-57 season.
SOURCE: NIELSEN TELEVISION INDEX AVERAGE AUDIENCE RATING – 7 A.M. 6 P.M.
The average audience rating of each of the other two networks decreased.
MON.-FRI. AND 6-11 P.M. SUN.-SAT., OCT.-DEC. 1956 VS. APRIL-JUNE 1, 1957.

"continued story"

SEPTEMBER 1957 . . . A SEASON BEGINS WITH

NBC audiences up 29%!

First reports of the 1957-58 season add a new chapter to NBC's trend-setting "continued story." By October 1st, nineteen of NBC's twenty-two new shows had premiered and had attracted audiences *29% greater than last year's.** Competing shows on the second network dropped 21%. On the third network, they dropped 8%.

This audience response to NBC's new programs, representing more than half of its entire evening schedule, promises a continuation of the momentum established last season, when NBC was the only network to increase its average audience, daytime and nighttime.

TO BE CONTINUED . . . ON NBC TELEVISION

*Trendex—same time-periods

1957 PULSE PROVES WPTF is A Better Buy Than Ever!

1. First in every period measured

2. Over six times the night audience and almost six times the audience during most of the day than next nearest station.

3. Two and one-half times the morning audience and over three times the afternoon and night audience than a 10-station local network.

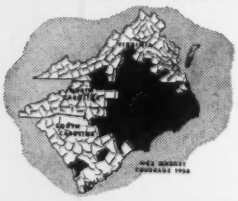
Share of Audience
Monday through Friday

	6 a.m.-6 p.m.	6 p.m.-Midnight
WPTF	35.4	39
Station B	6.1	6
Station C	5.2	5
Local Net	12.6	11
All Others*	40.7	39

* None of which has more than 4% share

Tune-in: Morning, 25.2; Afternoon, 26.5; Night, 25.7

*Source: Standard Rate and Data



WPTF

50,000 WATTS 680 KC

NBC Affiliate for Raleigh-Durham and Eastern North Carolina

R. H. Mason, General Manager

Gus Youngsteadt, Sales Manager

PETERS, GRIFFIN, WOODWARD, INC.

National Representatives

OPEN MIKE CONTINUED

ments as cameras and recorders can implement the reporting job greatly for the sake of accuracy and interpretation.

Jim Monroe
News Director
KCMO-AM-FM-TV Kansas City

Pay for What You Use

EDITOR:

Robert Rogers makes a grand suggestion in BROADCASTING Sept. 23 when he says payments for music should be made on the basis of actual use—rather than "all the traffic will bear."

If ASCAP music is used by an individual station 75% of the time, they should get 75% of the royalty fees . . . if BMI rates 24%, they should collect 24% . . . and if SESAC rates 1%, they should get 1% payment of total music fees. This doesn't take into consideration that some public domain music gets on the air—but apparently all of us in the radio industry will pay ASCAP, BMI, and SESAC for it too! Incidentally, isn't it about time we decided to pay nothing for non-musical programs?

This is 1957 . . . and 1940 contracts are a bit out of date.

Edwin Mullinax
General Manager
WLAG La Grange, Ga.

The Right Lineup in Charlotte

EDITOR:

Your Oct. 7 TELESTATUS is in error. WBTV (TV) Charlotte is no longer affiliated with ABC-TV. Also WSOC-TV airs all color programs for which it is ordered.

Jim Evans
Promotion Manager
WSOC-TV Charlotte, N. C.

[EDITOR'S NOTE—WSOC-TV, in addition to its primary agreement with NBC-TV, has added ABC-TV programming, according to a Sept. 19 announcement.]

WALB-TV Is Interconnected

EDITOR:

Your Oct. 7 TELESTATUS shows us as not being interconnected. We have been for 19 months.

Ray Carow
Sales Manager
WALB-TV Albany, Ga.

Two Yearbook-Marketbook Rooters

EDITOR:

Let me congratulate you and your organization on the 1957-58 TELECASTING YEARBOOK-MARKETBOOK. It is indeed a valuable manual.

David L. Kerr
Asst. Mgr., Advertising Services
Chrysler Corp.
Detroit

EDITOR:

To my way of thinking this is the finest in a long series of YEARBOOKS. It is a book without which I could not operate.

Milt Dean Hill
National Airlines
Washington, D. C.

Broadcasting Publications Inc.

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*Reg. U. S. Patent Office

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Radio Baltimore
WCAO
5000 WATTS 600 KC

FIRST in Nielsen
JULY, 1957

FIRST in Hooper
AUG.-SEPT., 1957

FIRST in Pulse
JULY-AUG., 1957

FIRST in Hooper
Business Establishment Survey

FIRST
in results for advertisers!

Keep your eye on these other Plough, Inc. Stations:

RADIO BOSTON **WCOP**

RADIO CHICAGO **WJJD**

RADIO MEMPHIS **WMPS**

Represented nationally by RADIO-TV REPRESENTATIVES, INC.

NEW YORK CHICAGO LOS ANGELES BOSTON ATLANTA SAN FRANCISCO SEATTLE

WILS

the key station in

MICHIGAN'S*
MIGHTY MIDDLE
MARKET

with a 24 hour schedule and

5000
LIVELY WATTS

has over twice the number of listeners than all other stations combined in

(March-April, 1957—C. E. Hooper, Inc.)

LANSING

contact Vernard,
Rintoul & McConnell, Inc.

* 17 Central Michigan counties with $1,696,356,000 spendable income.

WILS
music news sports

71

OUR RESPECTS

to Morris Sigmund Kellner

IT'S the inquisitive and active mind that finds it's way into time selling.

This viewpoint is held by Morris S. Kellner, The Katz Agency's radio sales manager and member of its board, who has been in no other business than station representation for nearly a quarter century.

As he settled his 6-foot, 2-inch frame and 190 pounds deeper into the chair behind his desk last week, the executive put his finger on a few reasons for the reactivated spot radio boom: a U. S. economy that is still riding high, stations selling radio as a medium, people who always listened to radio finding that tv is not all-absorbing and realization that "radio with the right copy has the ability to move merchandise."

Radio selling, Mr. Kellner mused, is a field that "demands the best of a salesman." To sell time effectively, he continued, a man must get to know his own business intimately, the many radio markets of the U. S., the various other advertising media, and most important, must know and understand people.

Apart from salesmen (he oversees a sales force of 10 in New York and 19 in Katz regional offices), and the health of radio, Mr. Kellner has thoughts about the station representative's role. The representative, Mr. Kellner noted, has had much to do in influencing the radio business, for example, in the publication of rate cards.

And, Mr. Kellner observed, "today, stations are leaning on representatives for programming advice." It is toward that end, Mr. Kellner said, that the Katz Agency has been working to set up a programming unit that will act in an advisory capacity to Katz-represented stations. Though sales are basic in the functions of a representation firm, they are but part of the representative's services, which include pointers on merchandising and information to stations on what actions or facilities will attract the national advertiser.

To go back further, however, Mr. Kellner was born April 4, 1908, in New York City. A year later, his family moved to Far Rockaway on Long Island. As a young man, he attended Woodmere Academy and Rutgers U.

A robust youth, he vied for a tackle's berth on the Rutgers' football squad, met with misfortune (several injuries) and shifted to water polo, not exactly child's play. He graduated in 1931.

His inquisitiveness next took him to Columbia U. and enrollment in a few advertising courses. Still living at Far Rockaway Beach, he sun-tanned as a lifeguard. He took a job as a piano mover and general handyman and taught horseback riding because "I couldn't afford to pay my own way." An industrial consultant firm measured him up and hired him as a "consulting" agent—which he later learned meant strike breaking. But strikes were few and Mr. Kellner soon had a new, but short-lived vocation: a door-to-door canvass in Manhattan, peddling a rowing machine.

ON Jan. 11, 1932, Mr. Kellner joined the Katz Agency and found his career. In a few years, Katz, originally a seller of space for newspapers and farm publications, added radio and Mr. Kellner, still inquisitive, shifted with the trend.

In those days, Mr. Kellner recalled, it was typical to sell time for such a reason as a station's position on the dial (1000 kc was in the center and a "good buy"). He was attracted to radio because "I could learn more. There were no precedents, a more personal effort was required. We could speak of a station's hold on an audience—something more of which we need today, that is, emphasis on human interest. For example, what does a station mean to the town it serves, what does it do for the individual there?"

As radio sales manager, Mr. Kellner reports to President Eugene Katz. He was named to the post in 1951 after spending a few years as assistant for radio to the sales manager, George Brett, also a Katz vice president and director, who retired two years ago.

Mr. Kellner has deep convictions about the medium he has learned to respect and love: there must be "rigid adherence" to published rates; it would be folly for stations to cut their nighttime rates 50% across the board (as has been proposed by the Edward Petry representative firm). To him, this would be "downgrading the merchandise," an action, he said, that led to the troubles of the radio networks. Rates, he added, ought to indicate the "true evaluation" of what the station can do and "depend on what the station delivers" for the advertiser.

Mr. Kellner restricts away-from-work exertions nowadays to a swim in the pool, deep sea fishing, the workbench, a book or the radio. He is apt to startle Helen Brahms Kellner, whom he married in 1937, for when an announcer fluffs or programming is fudged, Mr. Kellner's reaction is loud and clear. The Kellners (Steven, 17, now in high school, and a daughter, Jane, 11) live in New Rochelle, N. Y.

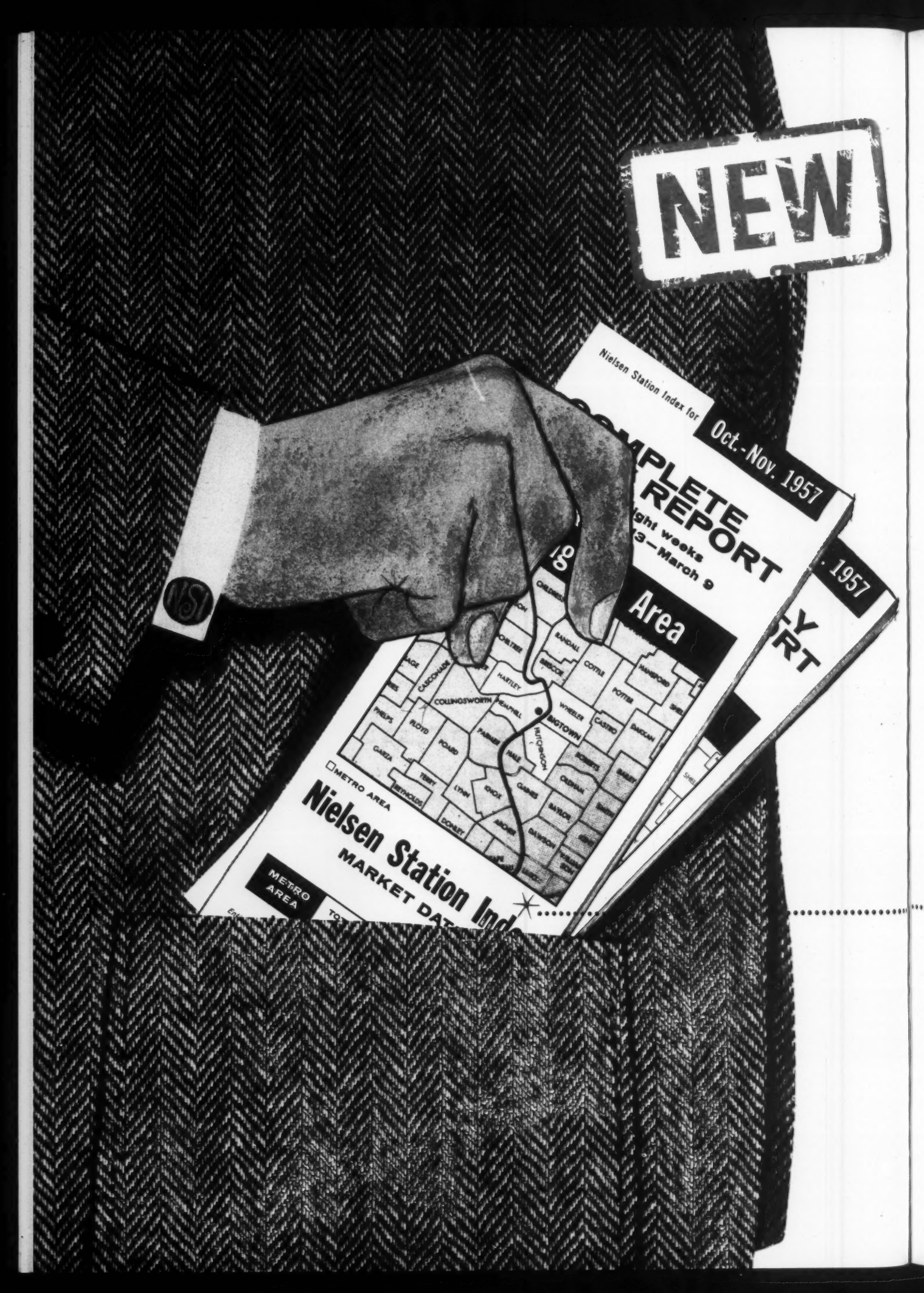
good things grow together

WANE
WANE-TV
Fort Wayne

This is the case in the billion dollar Fort Wayne market served by WANE and WANE-TV (CBS) To meet the needs of this rich mid-western market, WANE and WANE-TV have built these new, modern facilities . . . unquestionably the finest in the market . . . tower, studios and offices, all within the city limits of Fort Wayne. Working together as a combined operation, these two great stations will serve Fort Wayne and its 20-county area still better. To sell prosperous Fort Wayne, you need WANE and WANE-TV (CBS) Both CBS affiliates.

CORINTHIAN STATIONS *Responsibility in Broadcasting*

KOTV Tulsa • KGUL-TV Galveston, serving Houston • WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis


NEW
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Oct.-Nov. 1957
REPORT
Area
METRO AREA
Nielsen Station Ind
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METRO AREA
1957

Nielsen Station Index Reports put unprecedented radio and tv data at your fingertips...

New reporting features make the Nielsen Station Index even more valuable— market by market—
. . . for effective time buying
. . . for successful station operation

NEW

Multi-dimensional reporting for radio

Radio today is bought and sold in strips and blocks of time periods—and the new NSI reports it to you in those dimensions:

Number of different homes reached cumulatively by time-period strips and blocks and impressions per home.

This, of course, in addition to the per-broadcast audience for each time period . . . and Audience Composition . . . and Auto-Plus.

NEW

4-week reports for tv

Tv needs high-frequency reporting . . . as well as long-term averages. You get both in every NSI tv market.

NSI Reports have always been based on 8-week averages because buyers and sellers of time need *average condition* data.

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NEW

Metro Area Ratings for both radio and tv

The new NSI now gives you Metro Ratings, radio and tv. These ratings, indispensable for comparative measurements, are based on the Census-defined Metro Areas where population and marketing are most heavily concentrated.

NSI continues to give you the equally essential measurement of Station-Total Audience, which covers the entire program audience, wherever located.

NEW

Convenience and utility

NSI now includes these added features, packaged in a new "pocket-piece" size. You'll find the new reports give you more information in a more convenient and usable form . . . making it a more valuable tool than ever in time buying and selling.

Only the Nielsen Station Index Reports have the accuracy, breadth, and depth of information you need:

All data are produced by meter-based measurements and processed according to exacting production standards.

These meter-based measurements are made in carefully constructed area probability samples representative of all homes in areas measured.

Fixed samples, and reports based on 8-week time spans, permit the reporting of both cumulative and average-broadcast audiences.

In Brief: The new NSI is the keystone to successful time buying and selling, because it alone provides the multi-dimensional facts needed for complete evaluation.

Call . . . wire . . . or write today for all the facts on the new NSI.

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Sales IN THE CAROLINAS Power

Proof

OF WBTV'S SALES POWER BY ANOTHER FAMOUS NATIONAL ADVERTISER

The Product—Dulany Frozen Seafoods

The Problem—Sell more of same in the Carolinas

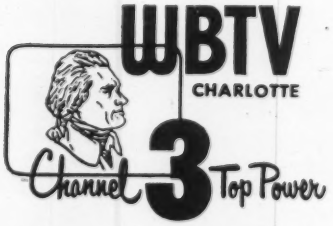
The Method —The Spot Check Plan*

The Means —Utilization of the superior Sales Power of WBTV

The Results —Third to first place in the Market
112.0% increase in Brand Identification
140.2% increase in Brand Usage*

The Score —CBS Television Spot Sales knows it. Ask them today!

*—Consumer identification and preference survey conducted by Pulse, Inc. before and after the campaign.



JEFFERSON STANDARD BROADCASTING COMPANY

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 53, No. 16 OCTOBER 14, 1957

RADIO'S ENAMORED CLIENTS TELL WHY

- **Leading users of medium tell of dollars and cents success**
- **Radio's impact, flexibility, low cost emphasized at RAB clinic**

The annual turnabout in the radio business took place last week as national advertisers told broadcasters why they like radio and how they use it to increase sales.

The words used most were "impact," "flexibility" and "low cost" at the Tuesday-Wednesday workshop sessions held at New York's Waldorf-Astoria where the Radio Advertising Bureau sponsored its third annual National Radio Advertising Clinic.

A keynote was struck by RAB President Kevin Sweeney, who in greeting the approximately 800 advertisers, agency executives and broadcasters attending the clinic, noted:

"In total amount of dollars invested in radio by national advertisers, 1957 will be a record year. Both spot radio and network radio will show big increases over 1956 not only in dollars but in the numbers of national accounts employing radio really for the first time in their corporate histories."

Another "clearly perceptible trend," Mr. Sweeney said, was that this year, "for the first time in five years, a sizable number of national accounts have invested over 75% of their total budget in radio. All of these upbeat trends make this third . . . clinic more important in its potential contribution to advertisers' planning than either of its two predecessors."

Support and dramatic documentation to Mr. Sweeney's sentiments were provided by testimonials from advertisers of beer and cold remedies, soft drinks and gasoline, candy and airlines, cigarettes and auto loans.

Radio's selling power was played back Wednesday noon as RAB announced the winners of its annual competition to pick the most effective radio commercials (see pages 30 and 31) and sampled the eight for the audience's benefit.

The clinic over by Wednesday afternoon, some 150 RAB members went into closed session for deliberations of their own and a presentation highlighting RAB efforts to increase radio advertising expenditures over the next year. Mr. Sweeney, Vice President-General Manager John F. Hardesty and Vice President-Promotion Director Sherril Taylor incorporated magnetic tape and colored slides for their annual preview.

Elected at the meeting were nine new directors for one year terms beginning the first of next year. They are:

Hugh K. Boice, vice president-general manager, WEMP Milwaukee; Henry B. Clay, executive vice president-general manager, KWKH Shreveport; Victor C. Diehm, president-general manager, WAZL Hazleton, Pa.; Herbert Evans, vice president-general manager, Peoples Broadcasting Corp., Columbus, Ohio; Frank M. Headley, president, H-R Representatives Inc., New York; Donald H. McGannon, president, Westinghouse Broadcasting Co.; Weston C. Pullen Jr., vice president and manager of radio-television operations, Time Inc., New York; Paul Roberts, president, MBS, and Lester M. Smith, president-general manager, KJR Seattle.

Presiding over the various sessions were Board Chairman Kenyon Brown, KWFT Wichita Falls; executive committee chairman Allen M. Woodall, WDAK Columbus, Ga.; board member Alex Keese, WFAA Dallas, and board member Ben Strouse, WWDC Washington.

Luncheon guest speakers for the two-day session were Sen. Wayne Morse (D-Ore.) and Milton Lightner, president of Singer Mfg. Co. and national vice president of the National Assn. of Manufacturers, whose differing approaches to the economic and political scene gave the luncheons a balanced diet of speech-making.

An innovation this year was a cocktail reception Tuesday night featuring as honored guests a number of top radio and recording stars. The festive event was held at the Astor gallery of the Waldorf.

Following are highlights of the corporate radio success stories presented during the first two days:

NO-CAL CORP.-KIRSCH BEVERAGES INC.

No-Cal is a calorie-free soft drink beverage, introduced in 1952. Radio figured importantly then and has continued to do so ever since, the Brooklyn firm setting 60% of its annual advertising budget for the medium. Radio is used exclusively in the off-season months of January and February to keep the brand name before the public.

Speaker Milton Wolff, advertising manager of No-Cal, noted the emphasis the firm has placed on radio: "Each time we open a new market, radio is the spearhead of our advertising and promotion. So far, we have found this a most economical and productive way to advertise in franchise territories. Radio will continue to have an important

NINE WHO TESTIFY FOR RADIO

Among radio's advocates at RAB's clinic last week, nine were particularly articulate. Their documented testimonials are summarized on this and the following pages. The nine:

- **NO-CAL-KIRSCH BEVERAGES** *Puts 60% into radio*
- **ANHEUSER-BUSCH** *Spends $2.5 million in spot*
- **WHITMAN CANDY** *Tried tv, likes radio better*
- **PHILIP MORRIS** *Put—and kept—radio on the road*
- **SINCLAIR** *Turned 5 seconds into a gold mine*
- **TRANS WORLD AIRLINES** *Radio helps keep it in the air*
- **GROVE LABS** *Makes radio pay for three products*
- **BEST FOODS** *Uses both network, spot to advantage*
- **UNIVERSAL CREDIT** *Sings praises of local radio*

place in future No-Cal advertising budgets."

From the time No-Cal was launched on radio, Mr. Wolff noted, "zooming sales were directly attributable to it." The No-Cal people selected the medium to solve their marketing problem. They knew diabetics would be readily receptive but only a small segment of prospective buyers; therefore, attention was given to overweight people with the focus on women who are more figure-conscious. Distribution was handled through independent dealers and supermarkets.

No-Cal had a limited budget for advertising and promotion and wanted to reach women around the house. The obvious solution to this need, according to Mr. Wolff, was radio. First use of radio included 60-second announcements by local personalities. This met with instant success. "Sales soared in one year," Mr. Wolff commented. "Chain store after chain store stocked the product."

In its second year, No-Cal added newscast sponsorship for product believablity and prestige. To test the pulling power of the commercials, No-Cal offered a free-offer booklet (on health dieting). This met with success and No-Cal went into saturation spot campaigns following its nearly two years of personality and news buys.

NO-CAL'S WOLF

ANHEUSER-BUSCH INC.

The famous St. Louis brewer of Budweiser Beer next year expects "a record budget will be poured into radio," its advertising manager, R. E. Krings, asserted in his telling of "The Budweiser Story."

This year alone, Mr. Krings disclosed, Budweiser's spots on radio are being heard on nearly 300 stations in 178 markets with an annual billing in excess of $2.5 million. Accordingly, today, Budweiser is "one of the big-name radio advertisers."

Mr. Krings described how the advertiser "rediscovered" radio. This happened at the time when the brewery acquired the St. Louis Cardinals baseball club, in 1953, radio expenditures for Budweiser increasing some 2,000% over the preceding year. During the 1954 baseball season all St. Louis games, as well as those of eight farm clubs in other sections of the country, were being aired on a full sponsorship basis—Budweiser sponsoring the Cards' games on 100 stations alone. "This," he said was "at a time when other major advertisers were cutting down their radio expenditures."

Before the ball club acquisition, Anheuser-Busch already was feeling radio pressure—wholesalers were buying radio on their own

ANHEUSER-BUSCH'S KRINGS

and were asking A-B to supply scripts and recorded commercials. Another factor prodding A-B's entry in radio: high costs of network tv sponsorship.

The musical commercial campaign on the theme "Where's there's life, there's Bud" now in its second year, has 22 variations and musical moods (including Glenn Miller style, dixieland jazz, country music and even waltz tempo). Each commercial was put together by agency D'Arcy Adv. "as carefully as a concert program, and designed to appeal to a certain taste." In creation, the problem for the series was to translate into terms of sound the highly emotional and dramatic series of full-page color ads which A-B had run in national magazines.

Concluded Mr. Krings: "People want to listen. A new campaign that wants to sell a product must have radio as a basic medium."

STEPHEN F. WHITMAN & SON INC.

Up in mid-1955, Whitman, "the leading national distributor of boxed candy," was a traditional user of print exclusively, said Julian T. Barksdale, vice president in charge of marketing. But after a detailed description of how Whitman learned how to get along with radio, he noted that Whitman expects a "new birth for its advertising program in 1957-58 with increased use of radio and increased sales."

Whitman's first spot radio testing was made in 1956 and now the company is in 63 major markets.

A few years ago, Whitman shifted agencies from Ward Wheelock to N. W. Ayer & Son (mid-1955) at a time when the confectionary industry was in trouble (rising costs, retail price of candy increased and sale of boxed candies down). Caught in a sales slump for its Sampler package, Whitman sought a means to stimulate sales.

A try at tv was first on the list with a major portion of funds allocated to spot tv in 45 markets as reminder advertising. Just before Christmas 1955, a measurement disclosed sales up 10% in cities where tv was used. Radio was tested in the fall of 1956 as a deterrent to the rising costs of television. Dayton, Phoenix and Mobile were given the same budget which had been allocated the previous year to tv in these markets.

WHITMAN'S BARKSDALE

Six-month results from the radio test markets (measured December 1956) showed the following gains: Phoenix 12%, Dayton 17% and Mobile 11.5%, while the national sales increase for the period was 8.6%. By the end of a year, Phoenix showed a 23.2% increase.

New radio tests show Whitman sales on the upgrade, and on the basis of all these experiments, Whitman, Mr. Barksdale said, has converted to spot radio in all except a single market. In the 63 markets used, flights of spot announcements are utilized several weeks in advance of special holidays.

PHILIP MORRIS' LANDRY

PHILIP MORRIS INC.

Radio's flexibility was hailed by John T. Landry, brand advertising manager of Philip Morris, for providing "perhaps the most important part" of the cigarette firm's (seven brands of cigarettes) traveling "Philip Morris Country Music Show."

Approximately one million persons have attended the shows, which have played in various cities and country towns in 16 states (throughout the South). Since the first of the year—when the shows got started—performances have been held on a six-night per-week basis with admission free (adults show a pack of Philip Morris). Radio has been used regionally with a 25-minute show on a 76-station hookup Friday at 9:05-9:30 p.m., with an average Pulse rating of 3.2, a cost of $2,000 weekly and a cost per thousand of $1.66. Said Mr. Landry: no other medium could adapt itself to originations from small country towns in which the show has played and "still make it as efficient a buy for the client."

The show grew from an employe's yearly program and, on Oct. 6, a network program (CBS Radio) has been added as a weekly feature. This has a lineup of 203 stations and "the next 13 weeks will be watched" carefully by PM people. The show and the radio programs have given PM product identification. On tour, promotion spots (35-40 in a package) are placed on local stations in advance of the roadshow's billing.

HUNTER MULOCK MEYER FINE THOMPSON BELLAIRE

HOW SIX TACKLED RADIO COMMERCIALS

At an afternoon session Tuesday devoted to "creating the radio commercial," Rollo Hunter, radio-tv department, Erwin Wasey-Ruthrauff & Ryan, told of problems encountered in adapting the print medium theme for Dutch Masters cigars to radio. The theme, "Good Things Happen to the Man Who Smokes Dutch Masters," was visualized in print by the French caricaturist, Francoice.

Mr. Hunter said that after experiments in jingles, it was found the radio commercial would have to follow "pop" song style to be effective. "And getting a standout situation in this business is rugged," he admitted. Campaign object: to raise the quality image for the cigar and to reach the young market.

Vocalist Betty Brewer was chosen for qualities of warmth and enthusiasm to match music composed by Bill Gale, Mr. Hunter related. Once the final version was set, a total of 48 "takes" were required before the master tape for the basic one-minute commercial was produced. Next the various length commercial versions were produced in both Dixieland and modern jazz styles.

Ernest Mulock, vice president of Grant Adv., Detroit, recalled how a summer sales promotion evolved into the radio campaign for the 1957 "swept wing" Dodge, using comedy sequences for the serious purpose of capturing attention, the theme, "If You Buy a New Car, Be Sure You Get One." The comedy bits centered on the plight of various characters who got a "bargain" buy in another make of car, then discovered they had failed to get a "new" car because Dodge made theirs "obsolete."

"I claim these were effective," Mr. Mulock said, noting that dealer enthusiasm was engendered along with immediate consumer recognition. "All were aware of the theme. The idea got across."

Edward Meyer, vice president and account supervisor, Grey Adv., New York, told how radio, after only five months, boosted sales 34% for Hoffman Beverage Co. in the Greater New York area. He related why the 1957 season was viewed by Hoffman as a difficult period—because both Pepsi-Cola and Coca-Cola were introducing their large bottles into New York, traditionally a "big bottle" market. The task given radio was to re-establish the identification of the Hoffman brand although it had been well established in the market for 40 years. "This was a campaign conceived and born for radio," he said.

"No one takes a soft drink seriously," Mr. Meyer noted. So the various flavors of the beverage line were nicknamed and given a "happy" theme for the spots. But since the agency "brain session" couldn't come up with the right tag for sarsaparilla, that flavor became the unhappy member of the family and the butt of the line: "Could You Be Happy If Your Name Were Sarsaparilla?"

"Tongue - in - cheek" commercials evolved in "documentary" style featuring a commentator, woman's fashion commentator, old-fashioned politician, board chairman, etc. [ADVERTISERS & AGENCIES, April 29].

Reva Fine, senior copywriter, Ogilvy, Benson & Mather, New York, let Titus Moody (Parker Fennelly) of Fred Allen radio fame, tell the story of the Pepperidge Farm bakery products commercials in which he is featured. His New England humor helps convey to the listener the idea that Pepperidge Farm products are like old-fashioned home baking, Miss Fine indicated.

Grant Thompson, vice president, William Esty Co., New York, said the "power of radio was never more impressively demonstrated to me" than when he heard passers-by humming or whistling the Winston cigarette commercial just one week after it hit the air in June 1956. Following popular song style but with "commercial bite," the commercial has remained effective after 16 months.

Arthur Bellaire, vice president in charge of radio-tv copy, BBDO, New York, told how "super-saturation" radio spot in the fall of 1956 helped launch Hit Parade cigarettes. Because the field is so competitive, consumer identification had to be accomplished "in a hurry," he said. Therefore, "a jingle was a must," he said. With "a fanfare quality dominating throughout," the original jingle was aired 600-700 times weekly in each major market at the start.

"Within one month, three out of every four persons interviewed in New York reported knowledge of the new Hit Parade brand," Mr. Bellaire said.

SINCLAIR REFINING CO.

How to "work wonders" with a five-second spot (12 words long) on radio was described by James J. Delaney, advertising manager of Sinclair Refining, who detailed the firm's safety spot campaign.

As expressed by Mr. Delaney, after results were in Sinclair found: "Radio, the so-called dead duck, was quacking as lively as you like, and laying eggs all over the place. In this case, solid gold eggs.

"Using the base number of cities, number of stations, number of spots, number of weeks per year, we at Sinclair proudly claim honors for what is probably the biggest campaign, not only in 1957, but in the entire history of spot radio." And, to do it, the campaign rolled quickly to this peak in less than a year.

The campaign—a simple message of "Driving today? Remember to drive with care—and buy Sinclair—Power-X Gasoline" —was created by Sinclair and its agency, Morey, Humm & Warwick, and initiated on a limited test basis in New York City in the fall of 1955. It was extended in New York in January 1956 (260 spots per week among 10 stations with contracts to end of year) and results were coming thick and fast.

Surveys were run of tv-homes-only with "eye-popper" results. It reached in one month 37% of men interviewed, a month later, 40%. This was at a cost of six cents per thousand impressions. The problem for Sinclair then was how to cover 36 stations with a limited budget? The quickie was the answer since it was possible to place from 40 to 200 spots weekly in primary markets. By mid-1956, the national campaign planning was shaping up and Sinclair could estimate quite accurately the cost for 100 cities in 36 states.

A new conception then arose, as expressed by Mr. Delaney:

"If the scattered, but nevertheless expensive tv and radio programming [then existent by Sinclair] were re-allocated, there might be enough money in the normal budget to support the smaller markets where never before had there been company-paid radio advertising.

"These markets had been covered with a cooperative campaign only. The cost per spot

RAB'S EIGHT BEST IN RADIO 1957

A relaxed, albeit pre-sold, audience of broadcasters, advertisers and agency executives at the Waldorf-Astoria in New York Wednesday listened attentively to a series of eight recorded messages, then applauded their creators. It was conceivable they would hear any one or more of these messages on their radios at home.

The occasion was the presentation of awards recognizing the top eight radio commercials of the year (most of them musical commercials). Of the eight, one commercial (Ford) was a three-time winner, while four others were second-timers which had already proved themselves on the air—Budweiser, Pepsodent, Marlboro and Winston. The three first-timers: Texaco, Dodge and Beech-Nut Gum.

The jury's job was to designate eight of the numerous messages aired during the year that it considered most effective. Gold-plated records were presented to the agencies involved.

Here are the winning commercials:

BEECH-NUT GUM

Agency: Young & Rubicam; writer: Bill Backer; director John Wellington; recipient: Charles Feldman, Y&R vice president.

Sound: Fiddling

Voice #1: *Stop fiddling, Nero, and sound the fire alarm.*

Voice #2: *I'm not talking while the flavor lasts.*

Voice #1: *What are you chewing?*

Voice #2: *Beech-Nut Gum.*

Voice #1: *All Rome could burn by then.*

FORD

Agency: J. Walter Thompson; writers: Ed Gardner and Joseph Stone; recipient: Joseph Stone, JWT vice president.

Sound: Telephone ring: Lifting receiver

Gardner: *Hello Duffy's Tavern, where the elite meet to eat—Archie, the manager, speaking. Oh, hello, Duffy, what's with the car? Well, for a guy like you with a champagne taste and a beer bank-roll there's only one answer—buy a Ford. Yeah, I know some of them bigger cars claim their prices is as low as Ford, but what do they give you? You have to kind of scrupamize it through a microscope. Sure, most of them is quoting f.o.b. Detroit against Ford delivered at the dealer's—and they're quoting their minium prices against Ford's maxium. And even at that Ford is hundreds less money. Yeah, they can't argue against Ford's quality so now they're trying to do it with price. Well you know, there's tricks to every trade, Duffy—It's like when we cut down the size of the paper plates so the hamburgers look bigger. All you got to remember is you can buy a '57 Ford for hundreds less than any medium-price car and you get every bit as much automobile.*

BUDWEISER

Agency: D'Arcy Adv.; producer-writer: Bob Johnson; recipient: Harry Chesley, D'Arcy president.

Where there's life, there's Bud.
At a snowy lodge or a sunny shore,
In the mountain's breeze
or the ocean's roar,
Budweiser Beer is the one they pour.
Where there's life, there's Bud.

So enjoy every minute.
The best things in life are for you.
Life is great so live it
And enjoy Budweiser Beer while you do.
Where there's life there's Bud.
At a penthouse or a bungalow,
Where the bright sun shines or candles glow,
Budweiser Beer is for folks who know.
Where there's life—where there's life
There's Bud—Budweiser.

DODGE

Agency: Grant Adv.; creative director: R. C. Mack; copy supervisor and writer: Tom Blanchard; producer and writer: Ed Beatty; produced by: Special Recordings, Detroit; recipient: Lawrence McIntosh, Grant vice president.

Sound: Electric drill

Voice #1: *Frank, what are you doing there?*

Voice #2: *Just putting some holes here in the dash-board of my new '57 car.*

Voice #1: *Holes?*

Voice #2: *Button holes, you know. I want some buttons on my dash-board so my car will look modern like the wing-swept Dodge.*

Voice #1: *That's swept-wing Dodge. Look, boy, nothing you can do can change the looks of this old-fashioned, boxy '57 car. You should have bought a swept-wing Dodge in the first place.*

Voice #2: *And miss out on a real bargain?—Pass me those buttons, will you please.*

Voice #1: *Frank, Dodge dealers are dealing now too, you know. Besides, what will you do with that old-fashioned shift lever on the steering post?*

Voice #2: *Oh, hop in and I'll show you, you know. First I put it in drive, then I'll unscrew the lever. I can pretend to use the buttons. Watch.*

Sound: Car starting. Lever snaps

Voice #1: *Frank, you broke the lever clean off.*

Voice #2: *Gee, it's stuck in reverse.*

Voice #1: *Frank, look out behind! Your House!*

Sound: Comic crash

Voice #2: *I never could see out of that little back window.*

Voice #1: *Let's go see a Dodge dealer.*

Voice #2: *Yeah, my wife can sweep up this car later.*

MARLBORO

Agency: Leo Burnett; writer—lyrics and music: Don Tennant; recipient: Draper Daniels, Burnett vice president.

Announcer: Julie London sings the Marlboro song.

London: *You get a lot to like with a Marlboro.*
Filter. Flavor. Flip-top box.
Filter. Flavor. Flip-top box.

Announcer: Marlboro. Popular filter price.

PEPSODENT

Agency: Foote, Cone & Belding; recipient: A. J. Becker, FC&B vice president.

Chorus: *Look who's coming—Billy Brown,*
The smoothest, coolest guy in town.
The chicks all seem to dig his jive.
Hey tell us Bill, how can we arrive?

Vocalist: *It's easy Jack. Any gal gets sent*
When you flash a smile by Pepsodent.

Chorus: *You'll wonder where the yellow went*
When you brush your teeth with Pepsodent.

Announcer: It's wonderfully true about new-formula Pepsodent. Whether you believe in brushing five times a day or only once, your teeth will look their whitest with Pepsodent.

Chorus: *You'll wonder where the yellow went*
When you brush your teeth with Pepsodent.

Announcer: And new-formula Pepsodent is the best-tasting way to fight decay. Tastes so good kids love it, too. Best of all, Pepsodent is the toothpaste that whitens your teeth, brightens your breath and puts the plus in your smile.

Chorus: *You'll wonder where the yellow went*
When you go steady with Pepsodent.

Tag: And Pepsodent tooth brushes, too.

WINSTON

Agency: William Esty; recipient: Grant M. Thompson, Esty vice president.

Winston tastes good like a cigarette should.
Winston tastes good like a cigarette should.
Winston gives you real flavor,
Full, rich tobacco flavor.
Winston's easy-drawing too,
The filter lets the flavor through.
Winston tastes good like a cigarette should.

You'll enjoy Winston, America's favorite filter cigarette. You'll like Winston's rich, full flavor, and the one and only Winston filter that works so well the flavor really comes through to you. Winston is fun to smoke. It's America's best-selling, best-tasting filter cigarette. Winston tastes good like a cigarette should.

Winston tastes good like a cigarette should.

TEXACO

Agency: Cunningham & Walsh; writer-producer: Joe McDonough; music: Ralph Burns; recipient: John P. Cunningham, C&W president.

Announcer: Now at Texaco's Tower of Power, Texaco's great new gasoline, Skychief Supreme.

Chorus: *Texaco's Tower of Power.*
New gasoline, Skychief Supreme.
Texaco's Tower of Power.
New Skychief Supreme gives cars new go.
Skychief Supreme from Texaco.

Announcer: Texaco's Tower of Power is where you get Skychief Supreme gasoline—for supreme economy, supreme power, supremely longer engine-life. Skychief Supreme, supercharged with Petrox, will give you more miles. Based on driving 10,500 miles a year, you can get a bonus of up to 1,000 extra miles. Get your 1,000-mile bonus with Texaco Skychief Supreme. At Texaco's Tower of Power.

Chorus: *Texaco's Tower of Power.*

SINCLAIR'S DELANEY

in those lesser markets would obviously be much less than that of the primary cities. If our estimates were fairly accurate, then Sinclair, for the first time in its history, could . . . cover some additional 360 cities with a schedule of 15 spots per week, each week, all year, while the major markets would get schedules ranging from 40 to 200 spots per week."

So, Sinclair was off and running. Time-buying began last April, and by the end of June the campaign was buttoned: 445 cities, 900 stations, a total of 10,000 safety spots weekly to the end of the year on practically every radio station in the very top markets, and on every station in many other markets.

Already, according to Mr. Delaney, surveys show a high percentage of men having heard the Sinclair spots—47% of the men in Sinclair's territory, according to Gallup, and consumer recognition jump from 38% to 67% in 12 smaller cities sampled by Trendex.

Summing up, Mr. Delaney said of his company's radio spot drive: "More than half the population heard and remembered it, an overwhelming majority of our field personnel want it continued in 1958 and it was accomplished with a reasonable and affordable budget."

TRANS WORLD AIRLINES INC

No one medium can do an exclusive job for the airlines, Henry G. Riegner, assistant general advertising manager of TWA, explained. But, TWA is using radio more and more—spot radio use has gone up 1,000% in the past five years, a period in which TWA's total advertising budget has increased 100%.

Predicted Mr. Riegner: "If this same trend continues, we soon [in a few years] will be spending $1 million annually in spot radio alone.

Why will radio continue to be used by airlines? The nature of the business, Mr. Riegner explained. The airlines' product for sale is never the same in any two cities —"We are not selling planes or service . . . but a travel ticket and this varies from city to city." At first, after seeing how non-scheduled air coach carriers after World War II used spot radio (in bursts for a definitely set flight and then discontinued the spots), TWA went into spot to cure "ailing" flights. TWA discovered that this technique brought quick and favorable results.

TWA was convinced that spot radio would work equally well against major competition on an around-the-calendar basis

TWA'S RIEGNER

and the airline reasoned that spot could be bought on a contract basis with the message changed to suit current needs. TWA now buys spot in the 10 heaviest income producing cities on the carrier's routes with frequency depending on the type of package, seriousness of competition and ratio of cost to revenue expected (spot use varies from 6-12 weekly to 40-50).

GROVE LABS INC.

"Radio is doing the job for Grove Labs," was the testimonial of R. W. Testement, advertising manager for Grove. Detailed in Mr. Testement's talk: Radio use by Grove's three distinct, but competitive cold remedies—4-Way Cold Tablets, Bromo-Quinine and Citroid.

Each product has found a formula that uses radio to the best advantage in its marketing objective. For example, Citroid has found the combination of spot radio saturation and newspapers to be very profitable; 4-Way Cold Tablets divides its budgets evenly between network and spot with Negro market stations especially solicited, and Bromo-Quinine, whose budget is 100% in radio, also splits evenly between network and spot.

Citroid went into 18 radio test markets, using a "reason why" copy theme, in advance of this year (last year, Citroid's budget was 70% in newspapers and 30% in spot tv). Radio was used with newspapers in the test markets. Result: radio's economy permitted high saturation within the budget's limitations. Now, in all major markets where radio is employed, Citroid buys dominating schedules. Citroid's agency (Dowd, Redfield & Johnstone) uses a predetermined goal of total rating points for each radio market, rather than purchase of a specific number of spots. This buying method calls for 90 spots weekly during the cold season in some markets, while 50-60 spots suffice in others.

Citroid in its commercials is enraptured with radio's impact and subsequently uses well-known news commentators to give the product a "newsy feeling and believability."

GROVE'S TESTEMENT

The economic factor figures predominantly in 4-Way's radio pattern of buying frequency at low cost. In important markets, the advertiser averages 50-90 spots weekly. Negro stations in some 30 cities form a key part of the 4-Way buying pattern. In its commercials, 4-Way seeks authenticity through the voices of well-known actors and singers. Half of the radio budget is devoted to CBS Radio, the other 50% to spot radio.

"Radio could be said to have built Bromo-Quinine's business to what it is today," Mr. Testement said. Some 30 participations weekly are placed on NBC Radio's *Monitor*, forming about half of the B-Q radio budget. The other 50% is devoted to spot radio, covering approximately 100 markets. The voice of Joe Louis is used in commercials to attract the Negro market. Mr. Testement spoke of still a fourth Grove product—Fitch's shampoo. Basis for radio here is: Unduplicated cumulative audiences can be obtained continuously by scattering spots through different periods of a week. Grove now has revived the old "Fitch Bandwagon" name taken from the former network show, has modernized the format, fitting it to the pattern of today's radio. Thus, 10 five-minute segments, using the Bandwagon theme song followed by a pop tune, have been placed on NBC Radio's *Monitor*.

BEST FOODS INC.

Best Foods is "all het up about one medium"—radio—for doing an "outstanding job of overhauling itself and offering a better line."

The speaker, Albert Brown, vice president of advertising and public relations of Best Foods, New York, expressed his firm's use of radio for five products as: "more dollars in radio today than we had in the early days of the medium." "Radio," he extolled, "has brought out a new model at attractive prices and presented it to prospects with canniness and conviction." And, Best Foods "heavy use of radio" started only two months ago for all five products.

Hellman's mayonnaise is using local radio in selected markets for extra circulation and frequency. He said he thought Best Foods had achieved an imagery transfer from space to sound in its advertising. For Rit dyes, flexibility of radio was a decisive factor in selecting it as a primary medium—thus, a large quantity of spots augment daytime serials and weekend shows. Bulk of the Rit budget is in radio. Because of seasonal demands and a variety of uses for the product, 15 different spots with variations in song lyrics and copy were transcribed for Rit.

Fanning's Bread and Butter Pickles was the toughie product for Best Foods because unlike many food processors, Best Foods packs only a single size of one

BEST FOODS' BROWN

type of pickle. Radio was used because of the small budget and the scheduling of three sales drives yearly. Thus, the Fanning's spot (single commercial cut) will be broadcast on one network for one week only three times in the year.

For Shinola shoe polish—sold in three forms, paste, color liquids and white—radio's flexibility once again showed the way for a solution to the advertising problem. Shinola is using network radio in conjunction with Rit and also on local spot in many markets. Radio is the only medium being bought by Best Foods for this product, and, Mr. Brown said: "I hope in time to be able to say we have broken through the sales barrier because radio is the sole medium."

For still another Best Foods' product—Nucoa margarine—the strategy is: radio network serials and weekend spots along with saturation spot in selected markets.

UNIVERSAL C.I.T. CREDIT CORP.

Local radio use is the advertising impetus for Universal C.I.T. Credit (auto loans via dealers) since there is no product to sell but a service, according to Universal's national advertising manager, Robert H. McKennee.

Company's objective has been to identify its name and service with automobile dealers and create goodwill (in the manner of insurance companies) among the public in territories served.

Radio fits in by spotting messages in territories in which dealers and salesmen can hear the commercials, thus care is exercised to select stations covering the total area embraced by the company's branch offices.

Mr. McKennee noted that Universal C.I.T. did very little national advertising before 1955—about $20,000 in 1954. But in 1955 the figure was up to $2 million, mostly in print. This year, the radio campaign test covers six markets.

C.I.T.'S McKENNEE

BIG and STRONG

NCS No. 2 CIRCULATION

	DAYTIME HOMES		NIGHTTIME HOMES	
	WEEKLY	DAILY	WEEKLY	DAILY
WHO-TV	181,490	121,620	211,500	166,460
Station B	175,650	123,430	204,280	163,920
Station C	176,340	104,930	218,690	148,320

NCS No. 2 proves that more Central Iowa families tune to WHO-TV every day, than to any other Iowa television station.

NCS No. 2 covered 54 counties, with Des Moines' home county of Polk accounting for *only 24.3% of the total television homes!*

Because it is backed by 33 years of broadcasting integrity, public service and believability, WHO-TV—*like WHO Radio*—assures advertisers of BIG audiences . . . BIG results.

WHO-TV is part of Central Broadcasting Company, which also owns and operates WHO Radio, Des Moines WOC-TV, Davenport

WHO-TV

Channel 13 • Des Moines

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc.
National Representatives

NBC Affiliate

tenth in a series of 12 ads based on the signs of the zodiac

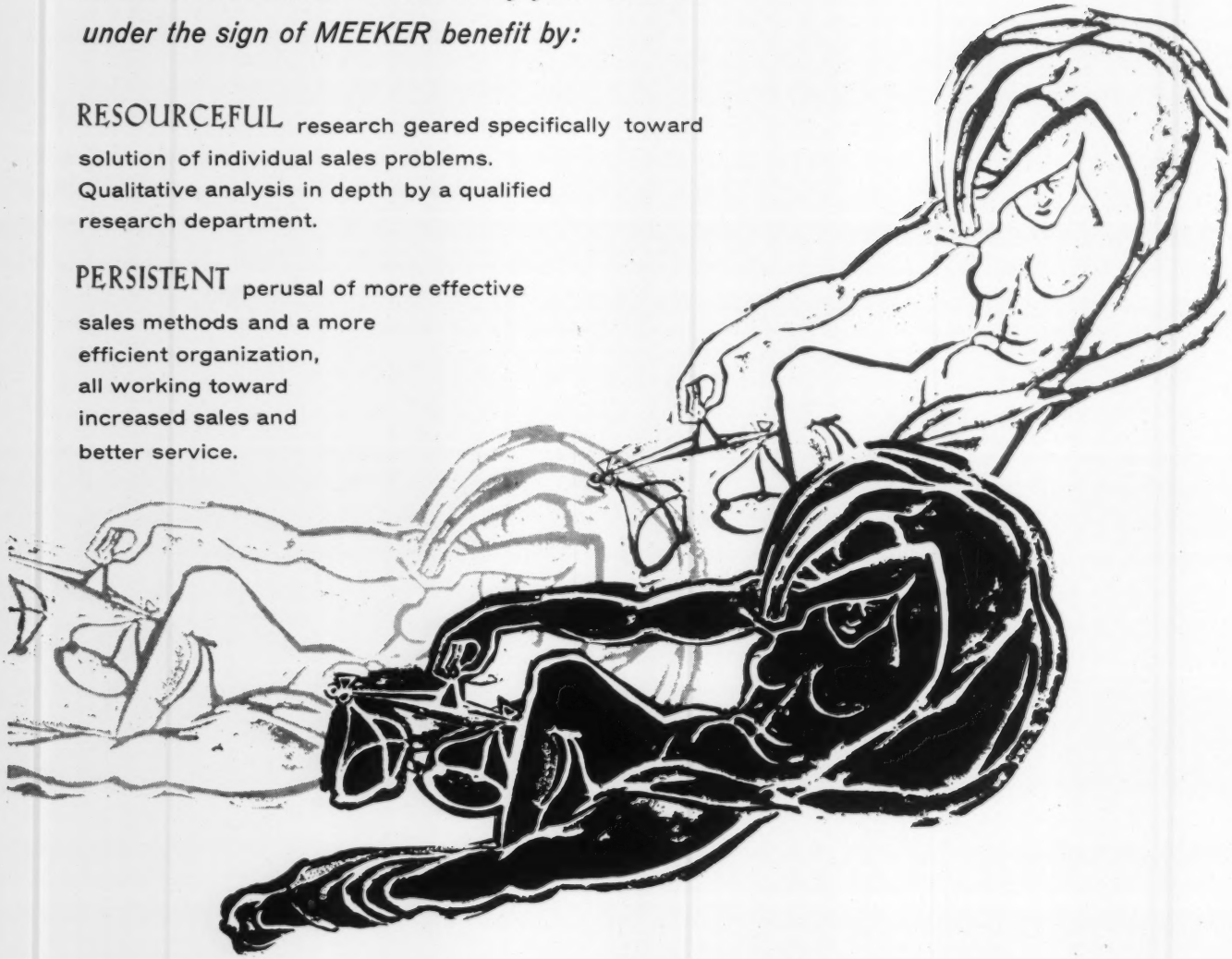
LIBRA

RESOURCEFUL • PERSISTENT

...and twelve months out of every year stations under the sign of MEEKER benefit by:

RESOURCEFUL research geared specifically toward solution of individual sales problems. Qualitative analysis in depth by a qualified research department.

PERSISTENT perusal of more effective sales methods and a more efficient organization, all working toward increased sales and better service.



personalized selling of a limited list

the meeker company, inc.

radio and television station representatives

new york chicago san francisco los angeles philadelphia

MONARCH REALIGNS SELLING STRATEGY

- **Broadcast allocation trimmed**
- **Firm plans first print drive**

The wine is the same—only the advertising flavor has been changed. That is the substance of the long-awaited "new look" in Monarch Wine Co.'s advertising program announced last week by its new agency, Lawrence C. Gumbinner Adv. Last summer Monarch split with its former agency, Emil Mogul Co., New York, over a "difference in advertising concepts" [ADVERTISERS & AGENCIES, July 22, 29], reportedly brought about by a Monarch-ordered "depth study" by motivation researcher James M. Vicary.

While at the outset of the new campaign —starting today (Monday)—the budget is as high as it was at the Mogul agency, roughly $1.5 million, broadcast allocations have been trimmed to make way for Monarch's first print drive in its history. Where Mogul's broadcast allocations came to 80% of the budget—$300,000 going towards merchandising and point-of-sale promotion—Gumbinner's radio-tv allocations for the present time will be 60% of the budget, but this percentage may be changed early next year, when the Monarch budget reportedly will be increased considerably.

Where the proportion at Mogul of radio to television came to $720,000 to $480,000 on a yearly basis, television at Gumbinner will be the prime broadcast medium. From now through Dec. 31, for instance, Gumbinner will spend $285,952 in tv spot, $34,738 in radio spot. As of last week, neither the agency nor the client had settled upon an annual budget figure for the calendar year 1958. Certain at this time is that radio—once Manischewitz' No. 1 tool in forging sales—is going to play a less significant role, with the agency spending five tv dollars for every single radio dollar. Explains Radio-tv Vice President Paul Gumbinner: "We want more pictures than sound."

There will be 48 stations used in 29 tv markets and 30 stations in 26 radio markets. The markets do not overlap. Television spots of one-minute duration will be aimed primarily at the nighttime family audience, while daytime radio spots—one minute and 20 second variety—will be placed adjacent to news programs.

As reported earlier, the live-patter disc jockey ad-lib, once the mainstay of Manischewitz' on-air promotion, is out. This was one of the company's sore spots as highlighted by the then much discussed Vicary report. According to the client, the ad-libs delivered by disc jockeys from a Mogul-prepared copy platform did not enhance the name "Manischewitz," but on the contrary, did much to "debase" the product image. The Mogul agency vehemently disagreed, citing sales growth figures that it said proved Mr. Vicary wrong. From here on, the Gumbinner executives declared, all radio spots will be pre-recorded.

Other changes: Where once the word "kosher" was stressed in air copy, it too, has been dropped. (Nonetheless, the familar Manischewitz Star of David "trademark" will remain, as will the word "kosher," on the label of the four-square bottle.) The well-known "Man, oh, Manischewitz" jingle, once the keystone of the Monarch broadcast program, has been reorchestrated and placed in low-key as opposed to "hard sell." Retention of the theme, a Gumbinner spokesman said attests to the slogan's success at the hands of the former agency, Emil Mogul Co. Furthermore, the jingle—or a phonetic spelling of it—("Man, oh Manishev-its") will appear as a pronunciation guide" in the print ads, budgeted for the remainder of 1957 at $211,000. This figure, representing ads in *Life* and *Ebony* as well as some 30 newspapers, is less than the tv allocation alone.

According to Agency President Milton Goodman, the Manischewitz musical theme has "been moved out of Tin Pan Alley and into Carnegie Hall." His reference was to the lack of orchestral music and the substitution of the Ray Charles Singers. The "soft-sell" commercial is delivered in "lip-smacking terms" by announcer Mel Brandt. The visual version featuring dramatic presentations was made by Tv Graphics Inc., New York.

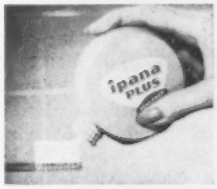
The biggest change in the Manischewitz air campaign is the appeal to all consumers on all occasions, as opposed to the old "special group appeal." The principal copy theme, "Everybody's wine . . . because it tastes so good," is geared to shatter the image of Manischewitz as a Jewish ceremonial wine.

Handling the campaign will be Sumner H. Wyman, the agency's merchandising vice president; Chester Herzog, recently-appointed account executive and former Norman, Craig & Kummel and Biow Co. account man, and Mr. Gumbinner and staff. Mr. Herzog brings to the account considerable experience in the alcoholic beverage field, having worked on the Jacob Ruppert Brewery account while at Biow and Blatz at NC&K.

EXECUTIVES in Miami for the Chrysler Corp. press show got away from cars when Storer Broadcasting Co. entertained them on a deep sea fishing trip. One party included (l to r) Jack LeGoff, chief announcer of WJBK-TV Detroit and Storer's automotive editor; Mrs. LeGoff; W. D. (Pete) Moore, director of advertising and merchandising, Dodge Div. of Chrysler; Art Schofield, Storer vice president for advertising and sales promotion; Frank Hedge, public relations director, McCann-Erickson Inc., one of Chrysler's agencies; Lou Hagopian, advertising and sales promotion director, Plymouth Div.; A. E. Kimberly, DeSoto Div. chief engineer, and Clare Briggs, sales vice president, Chrysler Div.

Extensive Tv Budget Included In Media Plans for Ipana Plus

As part of a campaign said to represent the "biggest advertising and promotion push" ever to introduce a new Bristol-Myers product, the company last week announced details of an extensive television schedule to be used later this month to launch Ipana Plus, a new squeeze bottle dentifrice. The agency is Doherty, Clifford, Steers & Shenfield, New York.



Though Bristol-Myers officials declined to divulge the amount to be spent, they said the budget would be "about twice the size" of the amount for the recent introduction of Ban and Bufferin by B-M. One-minute film commercials will be used on *Playhouse 90* (CBS-TV, Thurs., 9:30-11 p.m.), *Alfred Htichcock Presents* (CBS-TV, Sun., 9:30-10 p.m.), and *Tombstone Territories* (ABC-TV, Wed., 8:30-9 p.m.). Over a three-week period beginning Oct. 28 more than 2,000 IDs, a shorter version of the same film, will be spotted in 104 key markets. Live commercials will be scheduled on *Arthur Godfrey Time*, a simulcast on CBS Radio and CBS-TV.

The copy prepared by DCS&S stresses the convenience and the economy of the new packaging.

Allen to Address Pulse Luncheon

NBC-TV star Steve Allen will be guest speaker at the annual luncheon of The Pulse Inc. Oct. 23 at the Terrace Room of the Hotel Plaza in New York. This will be Pulse's 16th annual luncheon, with advertiser, agency, network and station executives invited to attend.

RAMBLER PICKS RADIO FOR DRIVE

- **American Motors pins its hopes on fast-rising small car**
- **Having dropped tv, carmaker boosts network, spot radio**

Rambler's hot for radio—both network *and* spot.

The American Motors Corp. car, which looms as the No. 1 entry in AMC's stable now that the carmaker is discontinuing Nash and Hudson, has been burning up the track—saleswise—due to radio. So claims Rambler Advertising Manager E. B. Brogan in a "progress report" on Rambler issued last week by the client's agency, Geyer Adv., New York.

According to Geyer, Rambler's radio messages are not just reaching a sizable weekend audience, they "can also be credited with producing a good share of this year's extraordinary sales successes." The unique factor is that network radio has been an "economy" buy, which will now represent slightly less than 10% of the total Rambler advertising budget for the fiscal year 1958, effective this past Oct. 1. This will be an approximate 50% increase over previous network radio allocations.

Rambler's 1957 model output, according to last week's *Automotive News*, the auto industry's trade journal, was up from 1956's 66,573 to 84,627. The industry as a whole for 1957 turned out 6,210,724 units, a drop of 84,856 units from 1956's model output of 6,295,580.

Rambler has a price range of $1,920 to $2,285 (without extras). For the first six months of this year, Rambler sales roared ahead to 43,940 units as against the first six months of 1956's 36,380 units. For the fiscal year ending Sept. 30, Rambler clocked a 31% gain over the comparable sales figure for the preceding fiscal year, and for June alone, Rambler sales soared 120.9% over the June 1956 sales figure. Not only is consumer reaction heartwarming to AMC, but with 522 dealers having been franchised since Jan. 1, Rambler's dealer sales force now tops 2,200.

Behind these otherwise cold statistics stands radio. Although AMC rates among the low men on the Detroit advertising totem pole, with a total 1956 advertising expenditure of but $14.5 million (a considerable comedown from the 1955 budget of $18 million), and although it has leaned heavily on television the past few years via its participating sponsorship of ABC-TV's *Disneyland* (from the 1954-55 season through this past summer), radio is in for the Cinderella treatment. Reason: network tv sponsorship has been dropped—with tv now limited to spot—and the radio budget, roughly $570,000, is about to be doubled.

Notes Mr. Brogan: ". . . the immense size of our competitors' budgets—the sheer weight of their advertising—makes it doubly important for us to be able to take advantage immediately of every such new sales opportunity."

For Rambler, a compact, economical auto with "big car capacity," most of its radio allocations have gone into NBC Radio's *Monitor*. On the NBC weekend radio service program since the spring of 1956—actually it had tested or made sporadic use of *Monitor* back in 1955, thus was the program series' first auto sponsor—Rambler originally spent an average of $5,000 a weekend for a 5-6 week period, today places 20 spots a weekend (major-minor position with Plough Inc.) and has upped its weekend expenditures to $12,000 (rate card figures). For the present cycle, Rambler has signed for four 13-week contracts, last year purchased approximately $500,000 worth of NBC Radio time.

With Rambler officials refusing to specify radio allocations, and with PIB figures not covering radio expenditures, it is practically impossible to gauge the amount of spot purchasing—a matter that is complicated further still by the fact that some 600 Rambler dealers have bought a considerable amount of spot on their own, using co-op funds (expected to be eliminated) as well as Geyer-produced transcriptions. These dealers, especially in the large cities such as Detroit and San Francisco, have bought—and are buying—local schedules adjacent to the company spot announcements on the newscasts.

How has Rambler used radio to its best advantage? According to Mr. Brogan, Rambler has cashed in on radio's "wonderful capacity" of transmitting humor by employing the shocking, bombastic "Old Philosopher" pitch that could not help but attract the motorist's attention. Opening with the melancholy strain of an accordion playing "Beautiful Dreamer," Eddie Lawrence lugubriously spoofed the big car craze by asking:

"Hey there, friend. You say you bought a car so bulky and long you need a fireman up in back to turn the rear wheels? And when you park, you have to put money in two meters? And the cops keep wavin' you over to the truck line? And everytime you go by a bus stop, the crowds scream for you to stop? Is that what's troubling you, Bunky?"

Thus, having set the listener up for the kill, Mr. Lawrence, accompanied by crashing cymbals, would tell him to "go Rambler." He did.

Then, too, Rambler has taken advantage of *Monitor's* flexible, on-the-spot reporting techniques by airing the June 23-24, 1956 Rambler "cross country" economy gas run which, though in essence a commercial, got the "editorial news feature" treatment [ADVERTISERS & AGENCIES, July 9, 1956].

Another indication of how *Monitor* worked for AMC was the on-air weekend promotion of the mile-o-dial, a free cardboard gadget which allowed a motorist to figure out the number of miles per gallon he received from his present car (obviously designed to disenchant the driver with his then-present model). Plugged on *Monitor* no more than 10 times, a great many Rambler dealers claimed to have had their supplies completely exhausted by the next Monday morning.

Network radio has to date accounted for approximately 8% of Rambler's overall budget, but to Mr. Brogan, it's been worth its sound in gold. Neither agency nor client would divulge the exact amount of Rambler's budget. The larger share of AMC appropriations go to the Kelvinator and Leonard home appliance divisions (print) as well as international advertising. AMC's non-auto divisions also shared billboard space on the *Disneyland* program.

Mr. Brogan said last week that his dealer force has had no trouble at all disposing of 1957 rolling stock by Sept. 30—thanks to a large degree to radio. Among the facets of radio he likes particularly: (1) low cost merchandising on a national level, (2) the opportunity of gaining sales message frequency, (3) extra product identification through opening and closing billboards, (4) adaptability to last minute changes and insertions, (5) prestige, particularly when sponsoring a show like *Monitor* which he describes as "a desired and valuable news service."

"We feel," he declared, "that the flattering public reaction to our approach has resulted in substantial good will for the company—and while this is intangible at the box office, so to speak—good will is extremely potent as we launch the 1958 Rambler."

With network tv just about out of the Rambler picture for the balance of the year (it spent $724,412 of its half-year—calendar—budget of $1.5 million up to June 30, all of it on *Disneyland*), Rambler will make

more extensive use of *Monitor* starting in about two weeks, when the new Ramblers start rolling into dealers' showrooms. Some tv spot certainly will be used, points out Geyer radio-tv vice president Ray Mauer. Though AMC officials are quite upset about the allegation that they have cut back tv in order to allow for more radio spot, preferring instead to say that "the essence of successful advertising is a change of pace," a quick look at AMC's fiscal situation will prove the contention.

During the first three quarters of the 1957 fiscal year (Oct. 1, 1956-July 1, 1957), AMC sales dropped from $320 million to $288 million, in turn registering a $6.5 million loss for the first nine months of the fiscal year. This loss was but a third of what AMC reported lost for the previous fiscal year, due in part to its disposal of some $10.5 million worth of Ranco Inc. (AMC subsidiary) stock. While Rambler roared ahead in sales, Nash and Hudson lagged woefully behind, with the end result being the abandonment last month of both those models. With AMC forced, therefore, to measure success in terms of reporting reduced losses, observers reason that a principal way of cutting costs still further was to curtail tv.

From here on in, AMC's automotive division will put all of its chips on the small car production, with the exception being the standard sized Rambler Ambassador model, and it will enlarge both Rambler and Metropolitan lines to include some 20 different models. And what better way, figure both AMC and Geyer executives, of selling small cars is there than making big car owners dissatisfied with their present makes via weekend—and roadside—radio?

Western Region of AAAA Elects Guild Chairman

Walter Guild, president, Guild, Bascom & Bonfigli, San Francisco, was elected 1958 chairman of the Western Region of the American Assn. of Advertising Agencies Friday at the opening of the region's 20th annual convention at Sun Valley, with more than 400 members attending. Other new officers are Norton W. Mogge, Mogge-Privett, Los Angeles, vice chairman, and Robert Knollin, Knollin Advertising Agency, San Francisco.

MR. GUILD

New governors elected: Reinhart Knudsen, Botsford, Constantine & Gardner, Seattle; Ivan Shun, Advertising Counsellors of Arizona, Phoenix; Virgil A. Warren, Virgil A. Warren Co., Spokane; Roy Campbell, Foote, Cone & Belding, Los Angeles, retiring chairman; George Clinton, Joseph R. Gerber Co., Portland.

Elected ex-officio governors were Alfred A. Atherton, Atherton Advertising Agency, Los Angeles, chairman of the Southern California council; George B. Richardson, Young & Rubicam, San Francisco, chairman of the Northern California council; Milton Foland, Pacific National Advertising council; Donald B. Kraft, Honing-Cooper, Seattle, chairman of the Puget Sound council; Robert Coons, Virgil A. Warren Advertising, Spokane, chairman of the Spokane council.

Mr. Guild has been in the agency business since the late 1930s, following a varied career as musician, orchestra leader, radio producer, director and actor. The agency he heads was organized in 1949, when it billed $200,000, and has had a rapid growth with billings of $10 million this year.

Wolf Leaves Ruthrauff & Ryan Over Differences in Policy

George Wolf, vice president and director of the radio and television department of Ruthrauff & Ryan, New York, for 3½ years, has resigned because of a difference of opinion with the newly merged Erwin Wasey management over the structure and administration of the new radio and tv department.

MR. WOLF

Under the original plans of the R&R and Erwin Wasey merger, Mr. Wolf was to be vice president and in charge of the department, with Rollow Hunter, director of radio and television for Erwin Wasey, reporting to Mr. Wolf. But in view of Mr. Wolf's resignation, Mr. Hunter probably will head the department for the merged agencies. Mr. Wolf prior to joining R&R was vice president at Geyer Adv. and before that was with Foote, Cone & Belding for seven years.

Dyke, Y&R V.P., Retires

Ken R. Dyke, vice president of Young & Rubicam, New York, has retired from the agency and the advertising business, it was announced last week. Mr. Dyke joined the agency in 1949 as vice president in charge of publicity and public relations and subsequently served as assistant to Sigurd Larmon, president of the agency, and more recently as vice president in the Y&R's international division. Before joining Y&R he was vice president in charge of programming at NBC. A former chairman of the board of Assn. of National Advertisers, he was a brigadier general in World War II on the staff of Gen. Douglas MacArthur.

Vernon Buys Control of Ruppert

Firmly scotching earlier reports this past summer that Jacob Ruppert Brewery, New York, was on the block, board chairman Murray Vernon has taken full control of the brewery by acquiring 84,000 shares of stock. The Anheuser-Busch (Budweiser) Brewing Co., St. Louis, attempted to buy out Ruppert several months ago, but negotiations fell through. The 84,000 shares were purchased from Mrs. Anna Schalk Krieger and J. Ruppert Schalk. No price was issued. Ruppert sponsors local telecasts of sports events and uses considerable spot. Agency is Warwick & Legler, New York.

COLORCASTING

The Next 10 Days Of Network Color Shows (All Times EDT)

CBS-TV

Oct. 15, 22 (9:30-10 p.m.) *Red Skelton Show*, S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk through Gardner Adv.

NBC-TV

Oct. 14-18, 21-23 (1:30-2:30 p.m.) *The Howard Miller Show*, participating sponsors.

Oct. 14, 21 (7:30-8 p.m.) *The Price Is Right*, Speidel through Norman, Craig & Kummel.

Oct. 15-18, 21-23 (3-4 p.m.) *Matinee Theatre*, Participating sponsors.

Oct. 15 (8-9 p.m.) *Eddie Fisher Show*, RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

Oct. 16, 23 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods Co. through J. Walter Thompson Co.

Oct. 17 (7:30-8 p.m.) *Tic Tac Dough*, Warner-Lambert through Lennen & Newell.

Oct. 17 (9:30-11 p.m.) *Hallmark Hall of Fame*, Hallmark through Foote, Cone & Belding.

Oct. 19 (1:15 or 2:15 p.m. to conclusion) *NCAA Football Game*, participating sponsors.

Oct. 19 (8-9 p.m.) *Perry Como Show*, participating sponsors.

Oct. 19 (10:30-11 p.m.) *Your Hit Parade*, Toni through North Adv. and American Tobacco through BBDO.

Oct. 20 (6:30-7 p.m.) *My Friend Flicka*, sustaining.

Oct. 20 (8-9 p.m.) *Steve Allen Show*, participating sponsors.

Oct. 20 (9-10 p.m.) *Dinah Shore's Chevy Show*, Chevrolet through Campbell-Ewald.

Oct. 22 (8-9 p.m.) *George Gobel Show*, RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

CHEER LEADING • Procter & Gamble (Cheer), Cincinnati, launching 13-week spot tv campaign in more than 60 markets using nighttime periods. Company also reported to be starting spot tv effort on same date for Spic 'n' Span in equal number of markets. Agency: Young & Rubicam, N. Y.

SECRET SERVICE • Both client and agency are clamming tight on details, but new radio-tv spot campaign will start late this month or early November for "Product X" for Nestle Co., White Plains, N. Y. Dancer-Fitzgerald-Sample, N. Y., Nestle's Agency, currently is calling for availabilities. Campaign reportedly is set for four weeks, will hit northeast and middle west markets, plus Florida.

SOUTHERN EXPOSURE • International Minerals & Chemicals Corp. (Potash Div.), Chicago, has purchased undisclosed number of southern markets for new rural farm tv series, *Cross Country*, being produced and distributed by division of Fred A. Niles Productions Inc., Chicago-Hollywood film firm. Agency: Aubrey, Finlay, Marley & Hodgson, Chicago. Other advertisers are being offered spot participations on "custom-made network of tv stations" claimed to comprise about 30 million rural viewers. Stations will retain option to sell spots locally or through advertisers selecting own markets for half-hour film series to include spot news, features and some entertainment, plus narration by stations' tv farm directors.

SPOT OF TEA • Salada Tea Co., Boston, breaking seven-week spot tv campaign Oct. 14 using limited number of stations in major markets, concentrating on daytime programming with one-minute and station-break announcements. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

PEAK PERFORMANCE • Commercial Solvents Corp. (Peak anti-freeze), N. Y., is completing its buying of spot tv markets. Total of about 55 markets to be used with varying starting dates this month. Campaigns run about six weeks. Fuller & Smith & Ross, N. Y., is agency.

TRAIN SCHEDULE • Grey Adv., N. Y., developing television campaign for Lionel Train Co., which will run tv spots in top 35 major markets, starting in November for Christmas promotion.

PARLIAMENTARY PROCEDURE • Parliament cigarettes, N. Y., placing radio and television spot schedule starting Oct. 13 in about 20 markets. Contract is for at least 13 weeks, may be extended. Agency: Benton & Bowles, N. Y.

SATURATION TEST • Miles California Co., Los Angeles, today (Monday) launches one-market experiment in use of saturation radio in selling cold remedy (Alka-Seltzer). This week, four stations in Fresno, Calif., will broadcast 145 radio announcements incorporating new "swallow away" theme being introduced nationally on tv. From then on, volume of spots each week will vary in accordance with weather conditions, schedule to be based on forecasts provided by Irving P. Krick Assoc. Campaign will run for nine weeks, pause for holidays and resume for another nine if results of first nine warrant. Wade Adv., L.A., is agency.

Company also has started new film series, *Harbor Command*, half-hour a week of six west coast stations: KTTV (TV) Los Angeles, KFMB-TV San Diego, KRON-TV San Francisco, KSBW-TV Salinas, KGW-TV Portland and KHQ-TV Seattle.

SPOT FLIGHT • As expected, Northeast Airlines Inc., Boston, is taking to airwaves via spot, following change of agency from Chamber & Wiswell, Boston, to J. Walter Thompson Co., N. Y. JWT already is buying some spot radio markets all along northeast coast.

READY TO GO • Norwich Pharmacal Co. (proprietary medicines, drugs), Norwich, Conn., to start television spot schedule using minutes and chain breaks effective Oct. 21 for six weeks in number of markets. Benton & Bowles, N. Y., is agency.

REVVING UP • Johnson Motors (outboard motors), Waukegan, Ill., has signed for three NBC-TV *Bob Hope Show* specials. Firm will co-sponsor show with U. S. Time Corp. (Timex) on Feb. 6 (Thurs., 8:30-9:30 p.m.), March 2 (Sun., 9-10 p.m.) and April 5 (Sat., 9-10 p.m.). Agencies are J. Walter Thompson, N. Y., for Johnson and Peck Adv., N. Y., for Timex.

LEASE ON LIFE • Westinghouse Electric Corp., Pittsburgh, has renewed its sponsorship of *Studio One* (CBS-TV, Mon., 10-11 p.m.), for two years effective Jan. 1. Two year contract is "firm" and includes no options. Show may originate on West Coast, but no definite decision has been made yet by network or McCann-Erickson, N. Y., agency for Westinghouse.

TONI TAKES TEMPLE • Toni Co. Div. of Gillette Co., Chicago, has signed to purchase one-minute participation in each of four Shirley Temple feature films to be carried on NTA Film Network on 63 stations starting Oct. 20. Agency is North Adv., Chicago. Films are incorporated in package called *Holiday Special*. With Ideal Toy Co. already signed for one-third sponsorship of package, five one-minute participations are open on each of the four telecasts.

OUTBOARD ON BOARD • Evinrude Motors Div., Outboard Marine Mfg. Co., Milwaukee, has ordered participation schedule on NBC-TV's *Today* (Mon.-Fri., 7-10 a.m.), calling for total of 40 participations over 29 weeks starting Nov. 11. Additionally, firm has ordered six pre-Christmass participations in network's *Tonight*. Agency is Cramer-Krasselt, Milwaukee.

General Foods to Buy S.O.S. Co.

General Foods Corp., White Plains, N. Y., will acquire the S. O. S. Co., Chicago, (scouring pad manufacturer), by Dec. 31, according to Charles G. Mortimer, G. F. president, and Charles Kendrick, S. O. S. president. George W. Brooks, vice president and general manager of S. O. S. operations, will continue to manage the business as a division of General Foods. S. O. S. agency is McCann-Erickson, New York.

Chicago Agency to Expand Radio-Tv

Burlingame-Grossman Adv., Chicago, plans an expansion of its radio-tv department in the wake of its acquisition of the staff and facilities of Ron Terry Productions, former agency specializing in broadcast media. S. W. Grossman, B-G president, announced four members of the account service staff of the Terry agency have joined his organization in similar capacity. They are Ron Terry, Walter Sherwood, Gloria Lynn and M. R. Rosen. Burlingame-Grossman has several accounts but has not been too active in radio-tv media.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

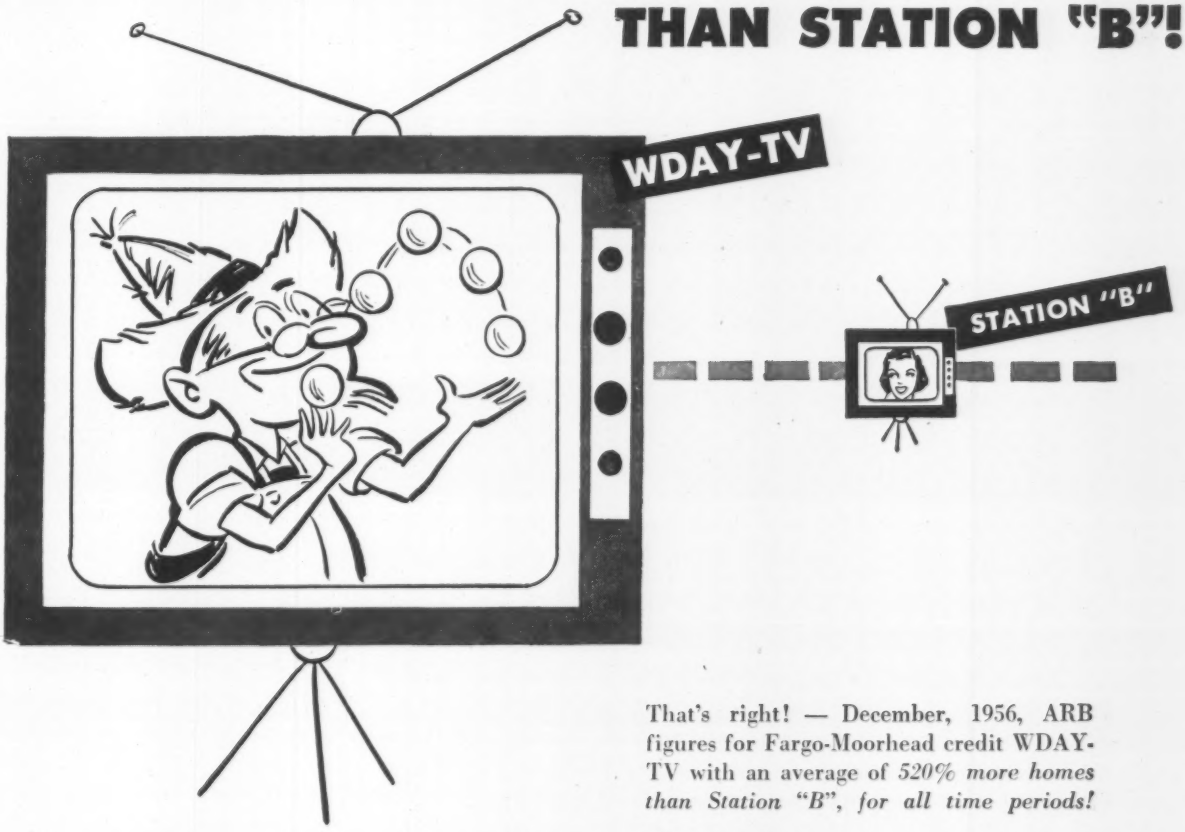
THERE WERE 123,417,000 people in the U. S. over 12 years of age during the week Sept. 29-Oct. 5. This is how they spent their time:

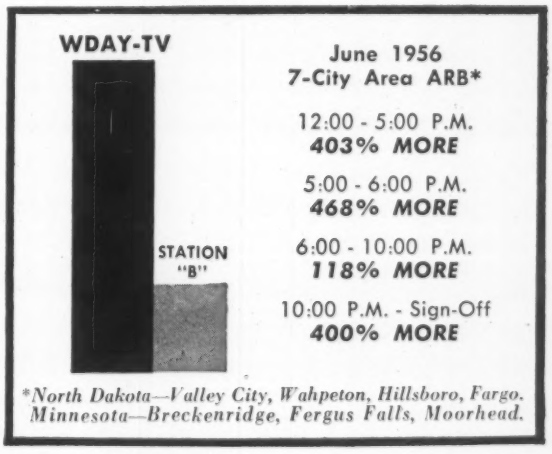
67.5%	(83,306,000) spent	1866.1 million hours	WATCHING TELEVISION
53.8%	(66,398,000) spent	934.2 million hours	LISTENING TO RADIO
81.8%	(100,955,000) spent	400.7 million hours	READING NEWSPAPERS
30.2%	(37,272,000) spent	179.2 million hours	READING MAGAZINES
25.3%	(31,225,000) spent	371.6 million hours	WATCHING MOVIES ON TV
29.2%	(36,005,000) spent	150.0 million hours	ATTENDING MOVIES

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1957 Sindlinger & Co.

*** All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.**

WDAY-TV DELIVERS 520% MORE FARGO-MOORHEAD HOMES THAN STATION "B"!





North Dakota—Valley City, Wahpeton, Hillsboro, Fargo. Minnesota—Breckenridge, Fergus Falls, Moorhead.

That's right! — December, 1956, ARB figures for Fargo-Moorhead credit WDAY-TV with an average of *520% more homes than Station "B", for all time periods!*

WDAY-TV gets—

760% More—12 Noon to 5:00 P.M.!
872% More—5:00 P.M. to 6:00 P.M.!
181% More—6:00 P.M. to 10:00 P.M.!
270% More—10:00 P.M. to Sign-Off!

That's just the Fargo-Moorhead picture. June, 1956 ARB figures (left) prove that WDAY-TV is almost as popular in five other Red River Valley cities — *each between 40 and 60 miles away!*

Your Peters, Griffin, Woodward Colonel has all the facts.

P. S. *Average ARB Rating, 6:00 - 10:30 P.M., WDAY-TV—43.6. Station "B"—11.9.*

WDAY-TV

FARGO, N. D. • CHANNEL 6
Affiliated with NBC • ABC

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

What's going on in there?

"Just about the most important business in America . . . the education of the future citizen."
—United States Department of Health, Education and Welfare

The NBC Owned Radio and Television Stations are now engaged in a 6-week KNOW YOUR SCHOOLS project, exploring on an unprecedented scale the educational needs of their home communities.

Essentially a *local* level operation, with active support from school boards, Parent-Teacher Associations, colleges, and other local organizations, KNOW YOUR SCHOOLS is also receiving full cooperation from the U.S. Department of Health, Education and Welfare, the U.S. Office of Education, the National Education Association, and other national groups.

The NBC Owned Stations are using their highly successful IMPACT PUBLIC SERVICE technique to probe problems like: overcrowded schools, underpaid teachers, inadequate financing, deficient curricula.

They are developing special programming: panel shows, interviews, talks, feature events, contests, and documentary dramas.

They are, in addition, contributing talent, facilities, and a total of $1,000,000 in airtime – 200 program hours, 3,000 public service announcements.

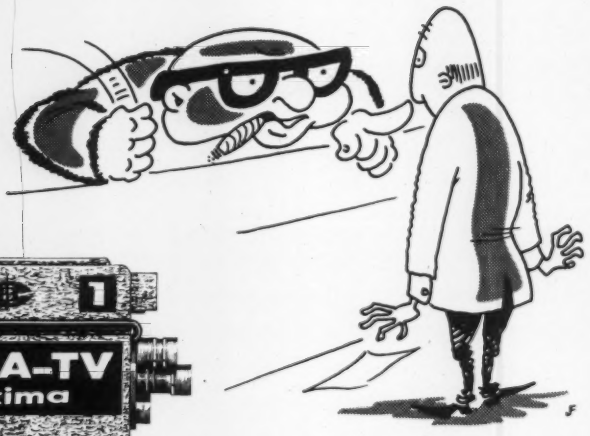
The objective, in the words of Marion B. Folsom, Secretary of Health, Education and Welfare: to stimulate "better *citizen* understanding of the schools." And, beyond that: to foster productive solutions, and to inspire concrete community action.

When this six-week project comes to a close during American Education Week in mid-November, NBC will make a full report, documenting the techniques employed and the results obtained. NBC hopes its KNOW YOUR SCHOOLS project will serve as a blueprint by which local stations in other communities will help solve one of America's most fundamental problems.

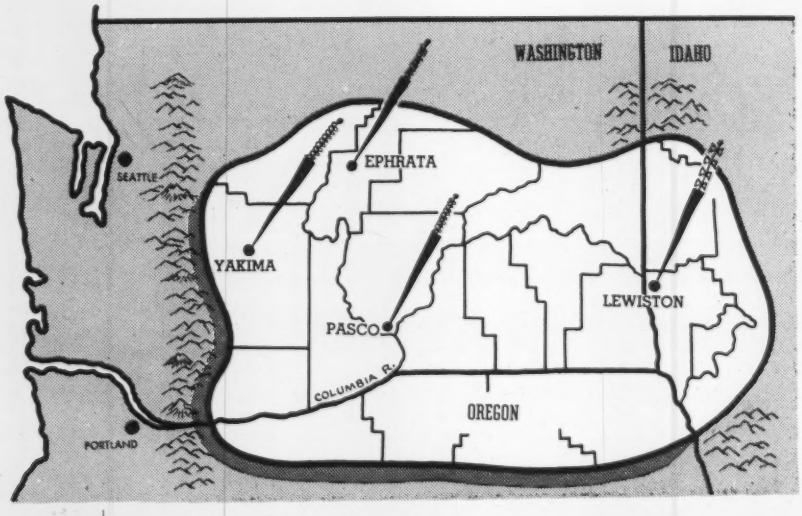
NBC Owned Stations

WRCA, WRCA-TV, NEW YORK • WRCV, WRCV-TV, PHILADELPHIA • WRC, WRC-TV, WASHINGTON • WNBC, WKNB, HARTFORD-NEW BRITAIN • WMAQ, WNBQ, CHICAGO • WBUF, BUFFALO • KRCA, LOS ANGELES • KNBC, SAN FRANCISCO

Dammit, Smidley!



They're all in the act but us! Look here, three out of four of the nation's top TV advertisers with distribution in the market have bought Cascade Television. We're after the same thing they are, Smidley . . . plenty of people with plenty of dollars to spend. Cascade's four-station network has 'em both. Fact is, it's one of the nation's LARGEST EXCLUSIVE TELEVISION MARKETS with retail sales of more than $650 million. By George, Smidley, we could use a hunk of that.



CASCADE
BROADCASTING COMPANY

abc CBS NBC

NATIONAL REP.: WEED TELEVISION

PACIFIC NORTHWEST: MOORE & ASSOCIATES

My sponsor hesitantly suggests you try our new LIQUID CHIFFON

A SHY, impish, animated character, currently featured by Armour Auxiliaries Inc., Chicago, on CBS-TV's *The Big Record* and Arthur Godfrey tv shows, is the protagonist of a prize-winning tv commercial at the Fourth International Advertising Film Festival in Cannes, France.

The commercial with Mr. Oops was victorious over 114 entries in the tv commercial category, according to Foote, Cone & Belding, agency for Armour Auxiliaries' Liquid Chiffon. It was the only American film to win.

The animated commercial was produced by Cascade Pictures, Hollywood. Mr. Oops also appears in magazine ads.

Louis Quits as NL&B Senior V.P.

The resignation of John J. Louis, multiple radio-tv station owner, as senior vice president of Needham, Louis & Brorby Inc., effective Nov. 30, has been announced by the Chicago-headquartered agency. Mr. Louis leaves the agency, which he joined in 1929, to set up his own advertising-marketing consultant firm and devote more time to his broadcast properties, according to NL&B. Together with his family, Mr. Louis holds a majority interest (roughly 70%) in KTAR and KVAR (TV) Mesa (Phoenix), Ariz. KTAR Broadcasting Co. owns 98% of KYUM Yuma and 95.2% of KYCA Prescott, Ariz.

MR. LOUIS

Roth Heads 10th AFA District

Robert Roth, KONO-AM-TV San Antonio, Tex., was elected governor of the Tenth (southwest) district of the Advertising Federation of America at the district conference last week in El Paso. Mr. Roth succeeds Frank McGowan, *The Wall Street Journal*, Dallas. Dale Buckner, Buckner & Assoc., Lubbock, was elected first lieutenant governor, and Denny Heard, Gulf Oil Co., second lieutenant governor. Tom McHale, Dallas Chamber of Commerce, was re-elected secretary-treasurer.

"Everywhere we go --- on the street, at meetings, at social affairs --- people comment on our new business and mention that they have heard about it every day on WMPS. We have been in business only about three months and already our volume is greater than we expected for the whole first year's operation. We attribute a great portion of this tremendous growth to regular advertising on WMPS."

from a letter by the owner of Carl Carson Car and Truck Rental Company in Memphis (yes, the happy, satisfied gentleman at left is Mr. Carson himself)

Radio Memphis

WMPS

has more local and national advertisers than any other station in Memphis and the Mid-South. Results have made it so!

Keep your eye on these other Plough, Inc. Stations:

Radio Baltimore **WCAO** | Radio Boston **WCOP** | Radio Chicago **WJJD**

REPRESENTED NATIONALLY BY RADIO-TV REPRESENTATIVES, INC.

NEW YORK CHICAGO LOS ANGELES BOSTON ATLANTA SAN FRANCISCO SEATTLE

NARTB SESSIONS IN SECOND ROUND

- **Sputnik puts focus on spectrum needs, K.C. meet told**
- **Truman advocates pay-tv tests to let public decide**

The impact of government actions on broadcast station and network operation and possible effect of the new Russian satellite dominated the NARTB Region 5 meeting in Kansas City Thursday-Friday, with former President Harry S. Truman as featured speaker.

Some 230 broadcasters and delegates from associated fields turned out from seven states to open the second round of NARTB autumn meetings at the Muehlebach Hotel. States represented were Minnesota, North Dakota, South Dakota, Iowa, Nebraska, Missouri and Illinois.

Mr. Truman, speaking at the Thursday banquet, said open and closed-circuit pay tv techniques should be given a chance to compete so the public can make its choice (see story, this page). He said broadcasters should not be denied a chance to compete in the toll field.

Key luncheon speakers were NARTB President Harold E. Fellows (Thursday), on challenges facing radio-tv broadcasters, particularly that of toll tv, and Dr. Charles N. Kimball, president of Midwest Research Institute (a nonprofit organization which serves both industry and government). Receptions were hosted Thursday noon by KCMO-AM-TV Kansas City (Meredith stations) and in the evening by the Storz outlets.

Addressing the Friday luncheon, Dr. Kimball noted that scientific research expenditures of government and industry the past 20 years have grown a hundred fold, totaling $6 billion last year. He urged broadcasters to take more interest in application of research techniques.

The research effort in the U. S. must grow tremendously in the next few years in the interest of national defense and to serve the demands of our rapidly growing population, Dr. Kimball said. "We are facing major changes in our economy and these mean that none of us, ten years from now will be able to do business as we are doing today," he added. "Research can help us understand those changes, just as it helps bring them about."

He regretted the annual migration of some 75,000 skilled people from the Midwest to other regions of the country, feeling the solution lies in attracting science-based industry to the Midwest.

The opening sessions Thursday, with Ben B. Sanders, KICD Spencer, Iowa, and NARTB district director, serving as host, were devoted to unity and background talks on important decisions facing broadcasters. Vincent Wasilewski, government relations manager, predicted some change would be made in the next year in Sec. 315 of the Communications Act, governing equal time and censorship provisions, but held out little hope it would be completely removed as recommended by NARTB. Station management and public relations facts were explored by Charles H. Tower, manager of employer-employe relations, and Donald N. Martin, assistant to the president in charge of public relations.

Pay tv was scored for the second time in the week by Mr. Fellows (see story, page 56.).

Radio outdrew tv sessions in point of attendance Thursday afternoon, for programming and news panels, despite vexing television problems facing the industry.

A programming panel featured Bob Thomas, WJAG Norfolk, Neb.; Walter J. Teich, KOEL Oelwein, Iowa; Lee L. Hilliard, KOLT Scottsbluff, Neb.; George W. Armstrong, WHB Kansas City, and Lyle DeMoss, WOW Omaha. Discussing news were Jack Shelly, WHO Des Moines; Jack Dunn, WDAY-TV Fargo, N. D.; James Monroe, KCMO Kansas City, and Ross Case, KWAT Watertown, S. D.

Mr. Armstrong, serving as moderator, told about his station's broadcast of radar speed trap locations—a feature which has increased ratings and stimulated advertiser interest. While the station won't sell the promotion program, it offers adjacencies to clients and gets good Nielsen ratings in the 6-9 a.m. strip. The series also has won commendation of local police officials.

Television allocations, the Television Allocations Study Organization and pay television were reviewed by NARTB staff members at a concurrent session, including Thad H. Brown Jr., vice president for tv; A. Prose Walker, manager of engineering; Vincent Wasilewski, government relations manager; Charles H. Tower, employers employe relations manager, and Edward H. Bronson, director of tv code affairs.

Discussing spectrum needs, Mr. Brown cautioned that "in the past three or four days the public has been softened up for military because of news of Russian satellite and missile announcements." He noted President Eisenhower's comment that U. S. satellites will use the 108 mc frequency.

He urged broadcasters to fill out NARTB questionnaires on spectrum allocations. With respect to TASO, Mr. Brown said that while FCC Chairman John Doerfer has indicated a target date of June 30, 1958, for the report of Television Allocations Study Organization's report, a better guess would be September or December of next year. Engineers working on the project indicated skepticism the report would be available for the Commission before then, according to Mr. Brown.

Floor questioning indicated interest in the Bartlesville wired tv experiment, with some telecasters wanting to know about adjacent channel interference with free tv channels. They also wanted to know what Tulsa telecasters were doing promotionwise to counteract the Bartlesville theatre project. Mr. Brown also raised the question of franchise ordinances in various cities in discussing the complex toll tv situation.

The economics of subscription tv were discussed by Mr. Tower with a hypothetical case of "Pay" City, while Mr. Bronson reviewed code progress. He observed NARTB has received a commendation the past week from the New York Better Business Bureau for helping eliminate bait tv advertising in that city. Mr. Wasilewski reported on the status of the campaign to remove excise tax of all-band tv receivers, saying there are good prospects that the House Ways & Means Committee will report it out favorably.

Latest developments in tv selling were explored Friday morning by Norman E. Cash, president of Television Bureau of Advertising. Mr. Brown and Richard M. Allerton, NARTB research manager, reviewed the proposed audit tv circulation study.

Attending NARTB directors were Mr. Sanders; Payson Hall, Meredith Publishing Co.; Todd Storz, Storz Stations; J. J. Bernard, KTVI (TV) St. Louis and Raymond V. Eppel, KORN Mitchell, S. D.

HST Urges Broadcasters To Adjust to Changes

If pay tv is inevitable, tv broadcasters "should at least have the opportunity to conduct it," since they are subject to federal regulation, former President Harry S. Truman told NARTB Region 5 delegates at their Thursday banquet in Kansas City.

He urged broadcasters to take advantage of their opportunities in a world of "changing ideas" and avoid the notion they have a "permanent monopoly" in communications. He said he knows little about subscription tv and "probably cares less."

Mr. Truman was accompanied at the head table by Tom Evans, his longtime personal friend and retired broadcaster (KCMO Kansas City).

Mr. Truman warned broadcasters they should keep in mind that "it takes ideas to make the world move," lest they be outmoded, like silent movies.

"Don't try to get it into your head that you can control advertising and communications," he admonished, saying that when any industry, "aluminum or steel or television—gets too big for its britches, it is subject to investigation, ridicule and reform."

Stressing that he believes firmly in regulation, Mr. Truman warned that "if you get too all-powerful, you'll get kicked around."

Regarding pay tv, he said: "I suspect that your business will be vitally affected when and if the theatre boys start piping toll and advertising programs into the homes of your viewers. If we are to have a pay television system, the television broadcaster, in view of his established responsibility and responsiveness to the public under federal regulation, should at least have the opportunity to conduct it.

"I express the hope that the federal government will not be responsible for excluding or preventing the television broadcaster from using his facilities to compete in this field. In this, I am not choosing between either system—closed circuit or unregulated

SHE'S a friend of a friend of yours. She shares your fondness for **KOIN-TV**'s coverage of Portland, Oregon, and 30 neighboring counties. When you whisper sweet somethings thru **KOIN-TV**, she listens... and reacts. The gentlemen from CBS-TV Spot Sales carry tales about her habits... and about KOIN-TV's incredible ratings.

Flint . . . the Thumb . . .
plus the Saginaw Valley . . .

ALL IN ONE BIG BUY!

WFDF's BIG new signal* delivers *all* of Northeastern Michigan in one BIG buy! To Flint add Saginaw, Bay City, the rich Thumb, and the heart of the North. NCS #2 shows WFDF as the outstate regional leader and this big new signal will add even more. Call Katz for full details.

*daytime

WFDF

Represented by The KATZ AGENCY

910 on the dial

NBC Affiliate in Flint, Michigan

wire vs. open circuit or tv stations licensed by FCC—but I am suggesting that each should have its opportunity so that the public may make the ultimate choice."

Portland, Ore., Denver Are Next On NARTB Regional Series

Two regional meetings will be held this week by NARTB, following last week's session at Kansas City (story page 44). Region 8 (Wash., Ore., Calif., Nev., Ariz., Hawaii) meets today (Monday) and tomorrow at the Multnomah Hotel, Portland, Ore. Region 7 (Mountain States) meets Thursday-Friday at the Brown Palace Hotel, Denver.

Gov. Robert D. Holmes, of Oregon, former manager of KAST Astoria, will be today's luncheon speaker. At Denver the guest speakers will be Sen. Gordon Allott (R-Colo.), addressing tonight's banquet, and Robert Eastman, American Broadcasting Network president, at the Friday luncheon.

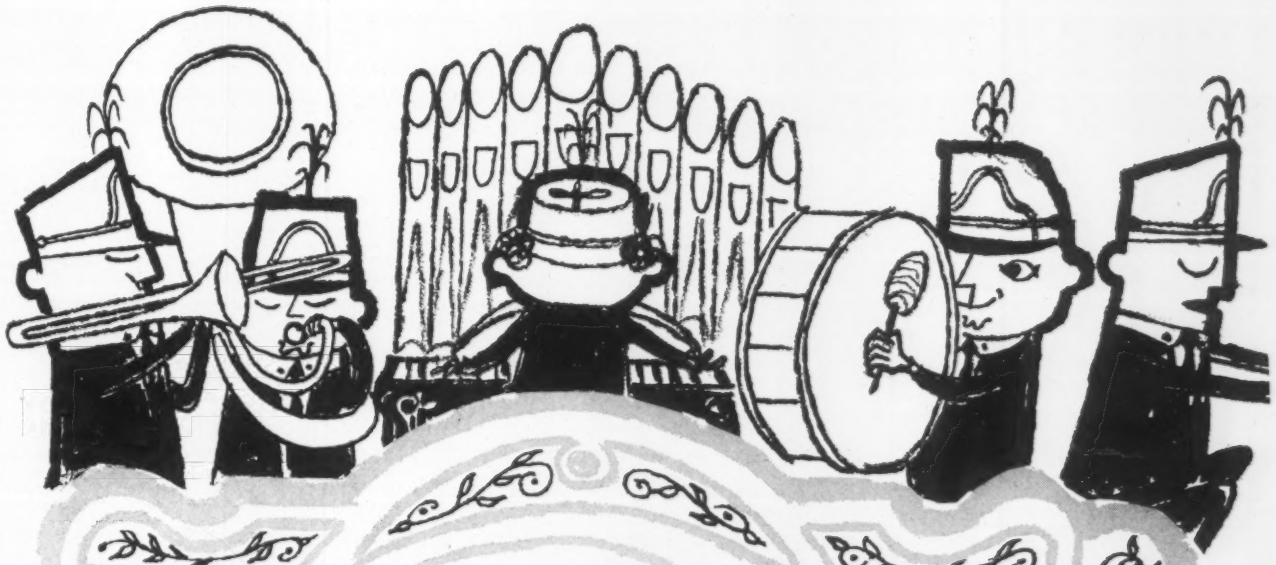
A programming panel at Portland this afternoon will discuss new ideas. Taking part will be Cliff Gill, KBIG Los Angeles; Mel Bailey, KEX Portland, and Donald Whitman, KITI Chehalis, Wash. A radio news panel will be moderated by Richard M. Brown, KPOJ Portland. Panel members will be Bob Forward, KMPC Los Angeles; Jack Matranga, KGMS Sacramento, Calif., and Richard Eimers, Associated Press, Portland. Members of a Tuesday morning radio sales panel will be William D. Shaw, KSFO San Francisco; Lee Bishop, KORE Eugene, Ore.; Lew Avery, Avery-Knodel, and Art Moore, of Moore & Assoc., Seattle.

The Thursday afternoon radio program discussion at Denver will include John Schile, KGVO Missoula, Mont.; Lee Fondren, KLZ Denver; Cliff Hendrix, KCSJ Pueblo, Colo., and William Shutts, KVOC Casper, Wyo. Participating in the news panel will be John Henry, KOA Denver; Rex Campbell, KSL Salt Lake City; Cecil Heftel, KLIX Twin Falls, Idaho, and Les Nichols, KIMN Denver. William Grant, KOA and David M. Segal, KOSI, both Denver, will lead a panel on radio-affiliate-independent problems Friday morning.

News Awards to WRVA, WBOF At Va. AP Broadcasters Meeting

WRVA Richmond and WBOF Virginia Beach, both Virginia, received the Douglas Southall Freeman awards of the Virginia Associated Press Broadcasters, last week, at the fall meeting of the Virginia and Chesapeake (Maryland-District of Columbia) AP Radio Assns. in Virginia Beach.

The awards, named in honor of the late editor, historian and radio commentator, were presented by Frank H. Fuller, chief of the AP Richmond bureau. The awards are given for public service through radio journalism. WRVA, under Jack Clements, news director, won in the metropolitan division for its legislative reporting and especially for its handling of the news of segregation-integration legislation in Virginia. WBOF, under Leo Hoarty, took the award in the non-metropolitan division in reporting and promoting community enterprises in Virginia Beach and its environs.



WSIX

Radio and Television

NASHVILLE, TENNESSEE

announces the appointment of

H-R Television, Inc.
H-R Representatives, Inc.

EFFECTIVE IMMEDIATELY

Louis R. Draughon, president

E.S. Tanner, general manager
George Morris, national sales manager

Griffin's great on

The new **Merv Griffin Show** puts a peppy portion of showmanship-salesmanship on American Radio every weekday night, 7:15 to 7:55 pm

Now Merv Griffin, popular singer-actor of Finian's Rainbow fame, adds a nighttime musical note to American's all-new, all-**live** program schedule.

The brand-new Merv Griffin Show is a five-a-week session of currently popular music and song featuring frequent guest appearances of today's hit-tune singers. Its regular cast headlines songstress Darla Hood (**live**), The Spellbinders (**live**) and veteran announcer Doug Browning (**live**). The entire musical production is handled by co-producers Lyn Duddy and Jerry Bresler.

Here's a perfect package of showmanship and salesmanship that's especially designed to reach and sell nighttime radio's youngest family audience.

American!

the live one is

AMERICAN
BROADCASTING
NETWORK

Touchdown!

OKLAHOMA CITY go-go-goes for ABC Fall Line-up!

5 EXCLUSIVELY ON KGEO-TV

FULL POWER 100,000 WATTS

1,386 FT. ABOVE AVERAGE TERRAIN

GEORGE STREETS, STATION MANAGER

CHARLIE KEYS, SALES MANAGER

REPRESENTED BY BLAIR Television ASSOCIATES INC.

Tv Program Standards Off, ATAS Forum Feels

Tv censorship, agency "interference," the decline of live programming, the cost of dramatic shows and the role of writers' agents—good or bad—came in for considerable discussion last Tuesday night as the Academy of Tv Arts & Sciences conducted its first open forum of the 1957-58 season at CBS-TV Studio 51 in Manhattan. The general feeling appeared to be that tv standards are declining.

Most of the evening's give-and-take session between leading producer-writers and the audience—all ATAS members—dwelt on censorship, with *Studio One* producer Herbert Brodkin taking the position that while censorship is deplorable "it is not organized . . . planned . . . deliberately done to prevent creativity." He felt it "requires the most intelligent kind of behavior to keep a network going" under constant fire from outside pressures. Censorship, he maintained, "grows through fear . . . fear of bad ratings, fear of government agencies . . . fear of pressure groups." The worst thing that could happen to tv today, he said, "is for the producers and writers to become so intimidated that they will begin thinking like they [pressure groups] do."

Playwright Rod Serling carried the topic of censorship a step farther. Billing himself as "tv's angry man," Mr. Serling called for "the same kind" of program control by the producer and the writers as is accorded the sponsor and agency. He wondered why no one has ever clearly defined "controversy" in black-and-white terms and why there isn't "a clear line of demarcation" between the commercial and the program content. With such a demarcation, he said, there would be no need for censorship.

Studio One director Norman Felton added that too many producers "compromise much too easily." Writer Irve Tunick questioned the qualifications of "those who set the standards . . . those who set themselves up to speak for all viewers." Messrs. Brodkin and Serling agreed that multiple sponsorship, as on *Playhouse 90*, might strengthen the writer's and producer's causes because it dilutes the "dictatorial" stand of one agency or a single advertiser.

Speaking for the agencies, Mary Harris, of the tv department of McCann-Erickson, agency for Westinghouse Electric Corp. and *Studio One*, felt no panel member had pointed to the difference between censorship and self-regulation and defended the agency's tightrope position by pointing to the sponsor's "pride" in a series it has retained more than nine tv seasons.

Where Mr. Tunick deplored the "shrinkage" of live shows, Mr. Brodkin felt this is "just another trend that will be offset by yet another trend." He predicted a "swing-back" to live programming.

The topic of live vs. "canned" programming led to a discussion on script costs and a shortage of new writers. Addressing Evelyn Burkey, executive secretary of Writers Guild of America, East, Mr. Brodkin said that where once he and his associates could sit down with a writer and develop the latter's

TOP SALESMAN

SELLS BEST BECAUSE IT'S VIEWED MOST IN DETROIT AND SOUTHEASTERN MICHIGAN

Again, for two successive months, July and August, 1957, of the 4 Detroit stations, Channel 2 had

7 out of the 10 TOP SHOWS

And 2 out of those 7 were NON-NETWORK! ARB and Pulse ratings like these are the rule, not the exception on the station that's first choice with viewers in metropolitan Detroit and Southeastern Michigan

PICK THE STATION THAT SATURATES WHERE BUYING POWER CONCENTRATES

WJBK-TV

CHANNEL 2 DETROIT

There's a lot more to the "Detroit Television Market" than just Detroit alone! Of the 1,700,000 TV homes in the area WJBK-TV serves, 800,000 are outside Wayne county, in heavily populated Flint and Port Huron for example. And WJBK-TV is No. 1 (ARB and Pulse) with outstate viewers, too!

MAXIMUM POWER!
100,000 Watts, 1,057-ft. Tower

COMPLETE FACILITIES FOR LOCAL AND NETWORK PROGRAMMING IN FULL COLOR

TOP CBS AND LOCAL PROGRAMS

Represented by THE KATZ AGENCY, INC.
STORER NATIONAL SALES OFFICES: 625 Madison, New York 22, N.Y.; 230 N. Michigan, Chicago 1, Ill.; 111 Sutter, San Francisco, Cal.

product, "disappearing shows and costlier scripts" have made this an impossibility. He felt script costs have soared and that this phenomenon has left the producer with no recourse but to hire experienced writers. Miss Burkey scored Mr. Brodkin by asking for his script budget. Mr. Brodkin pegged it at $4,000 per hour-long script, to which Miss Burkey replied that the WGAE minimum for an hour script is $1,100. Mr. Felton interjected that this minimum does not account for the margin added by the writers' agents. Miss Burkey replied, "What the agents do is their bailiwick," but added that it is inexcusable that producers encourage writers to work "on speculation."

Tex., Okla. AWRT Groups Elect

The Texas and Oklahoma chapters of American Women in Radio & Television elected officers during the first southwestern area conference, held recently in Dallas for chapters from Texas, Oklahoma, New Mexico, Arkansas and Arizona.

New Texas officers include Helen Caldwell, KFDM Beaumont, president; Phaybrice Paymer, KDET Center, secretary, and Jo Moore, Aylin Adv., Houston, treasurer. Vice presidents: Margaret McDonald, WBAP Fort Worth; Maudeen Marks, Gregory-Giezendanner Agency, Houston; Marian Thomas, KGNC Amarillo, and Margaret Morrison, Pitluk Adv., San Antonio.

New vice president in Oklahoma is Gloria Bremkamp, free lancer, Oklahoma City. New directors: Suzanne Robbins, KWTV (TV) Oklahoma City; Marj Hawkins, WKY-TV Oklahoma City; Dollie Talkington, KVSO-TV Ardmore; Betty Boyd, KOTV (TV) Tulsa, and Kathy King, KTUL Tulsa.

SMPTE TOLD EUROPE TV LINK NEAR

- **Halstead says it will be developed in 'next few years'**
- **Assn. of Cinema Labs develops standards for better tv film**

Intercontinental television between North America and Europe was termed "an inevitable development within the next few years" by William Halstead, president of Unitel Inc., New York, at the 82nd Semi-Annual Convention of the Society of Motion Picture & Television Engineers in Philadelphia last Tuesday. The six-day meeting opened at the Sheraton Hotel Oct. 4.

Mr. Halstead's report, presented to the convention by Ellis W. D'Arcy, vice chairman of the session dealing with international tv, described the North Atlantic Relay Communication System (NARCOM) which could link the U. S. and Canada with Europe without the need for water-based relays. Projected over a route through Canada to Labrador, Baffin Island, Greenland, Iceland, the Faeroe Islands and the British Isles, the system would follow an island chain in which "the greatest distance to be spanned between land masses would be the 290-mile stretch between Iceland and the Faeroes," the report stated.

Experiments with a new method of radio-wave transmission known as tropospheric-scatter propagation have shown that transmission over several hundred miles is possible without relays, Mr. Halstead said. He added:

"It is believed that the most direct action toward the establishment in the near future of a wide-band telecommunication relay system across the Atlantic will come as a necessary extension of the existing wide-band relay facilities that link the numerous radar stations now operated by cooperating military services of the nations in the NATO area. Here, the current use of coordinated radar systems for plotting and controlling the movements of military and civil aircraft over international areas already has developed the need for wide-band relay facilities for rapid communications and data exchange between radar stations and distant command points."

Concurrent with the SMPTE convention, the Assn. of Cinema Labs. was in meeting in Philadelphia and, at the request of advertising agencies and television stations, a committee of the association adopted a set of recommended practices, designed to improve film for tv broadcast. Many of the members also attended the SMPTE sessions.

The committee, headed by William E. Gephart, of General Film Lab., Hollywood, submitted a six-page report for approval of the ACL membership. The report includes recommendations for the photographing of black and white and color films for tv, as well as camera area dimensions, room projector apertures and comments on set lighting techniques. The report outlines the control of negative and positive prints, giving instructions and photographic measurements for each type of film stock used.

A SMPTE session on color television Wednesday included a paper on "Performance Objectives for Color Television Picture Tubes" by John B. Chatten, Philco Corp. Mr. Chatten compared the color-signal processing and electron-optical techniques applicable to the three-gun shadow-mask tube and the single-gun beam-index tube, with particular reference to the following performance objectives: Resolution and picture structure, registration and color fringing, color purity, contrast and accuracy of hue reproduction.

A paper by E. E. Gloystein and N. O. Kellaway, both RCA, described a new color monitor, the RCA TM-21, which is designed as "a major tool in color tv plants." The monitor, according to the authors, can serve both as a "high-quality picture display device and as an instrument for judging the quality of color tv signals." William J. Wagner, KRON-TV San Francisco, submitted a paper pointing to a solution for some of the major problems encountered by artists working in color television. He reported on the development of a color palette at KRON-TV, which reduces the number of paints needed to produce color artwork, and catalogues the basic colors, intermixtures of these colors and the desaturation of all these colors.

During a session on television stations, W. H. Hartman, KCRA-TV Sacramento, and R. A. Isberg, Ampex Corp., reported on automatic techniques introduced at KCRA-TV. Through the use of magnetic tape recordings, they said, local announcements are prepared for use with film and

OFFICERS elected Oct. 1 at the Springfield meeting of Illinois Broadcasters Assn. [TRADE ASSNS., Oct. 7] are (seated, l to r): R. Karl Baker, WLDS Jacksonville, vice president; Charles R. Cook, WJPF Herrin, president; George C. Biggar, WLBK DeKalb, retiring president. Standing, M. H. Stuckwish, WSOY Decatur, secretary-treasurer; Jim Firmin, WMOK Metropolis, director; Adlai C. Ferguson, WPRS Paris, director; Bruce Dennis, WGN Chicago, director.

Now...in the Palm of your Hand

...Rich Upstate New York

NEW POLITZ STUDY REVEALS GREAT POWER OF 4 LEADING RADIO STATIONS

Is it possible to analyze the power of radio in an entire region? It's not only possible—it's been done by Alfred Politz Research, Inc. The conclusions drawn from the new Politz survey are truly amazing. They show that you can capture the tremendous, rich audience of the major portion of Upstate New York with just four stations . . . WBEN (Buffalo), WHAM (Rochester), WGY (Schenectady) and WSYR (Syracuse).

Previous Politz studies have shown the power of great radio stations in individual markets. And this group of four Upstate New York stations have always, individually, commanded the *trust* and *respect* of their listeners. But, not until now, with this new regional study, could you positively know what a big buy the BIG FOUR is in combination.

The composite Upstate New York market, consisting of 52 counties, has a total adult (over 15-years of age) population of more than 3-and-one-half million. The BIG FOUR stations cover 88% of this audience. When you consider the cost factor, that makes it a big buy *for numbers alone!* Add to that the trusted character of these great stations, which makes people *heed* as well as *hear*, and you have *an even bigger buy.*

The BIG FOUR story is available in an interesting presentation, available at any Christal office. Call today and make an appointment to see it.

The Big Four is the Big Buy

WBEN · WHAM · WGY · WSYR

BUFFALO ROCHESTER SCHENECTADY SYRACUSE

Represented Nationally by

HENRY I. CHRISTAL CO. INC.

NEW YORK • CHICAGO • DETROIT • BOSTON • SAN FRANCISCO • ATLANTA

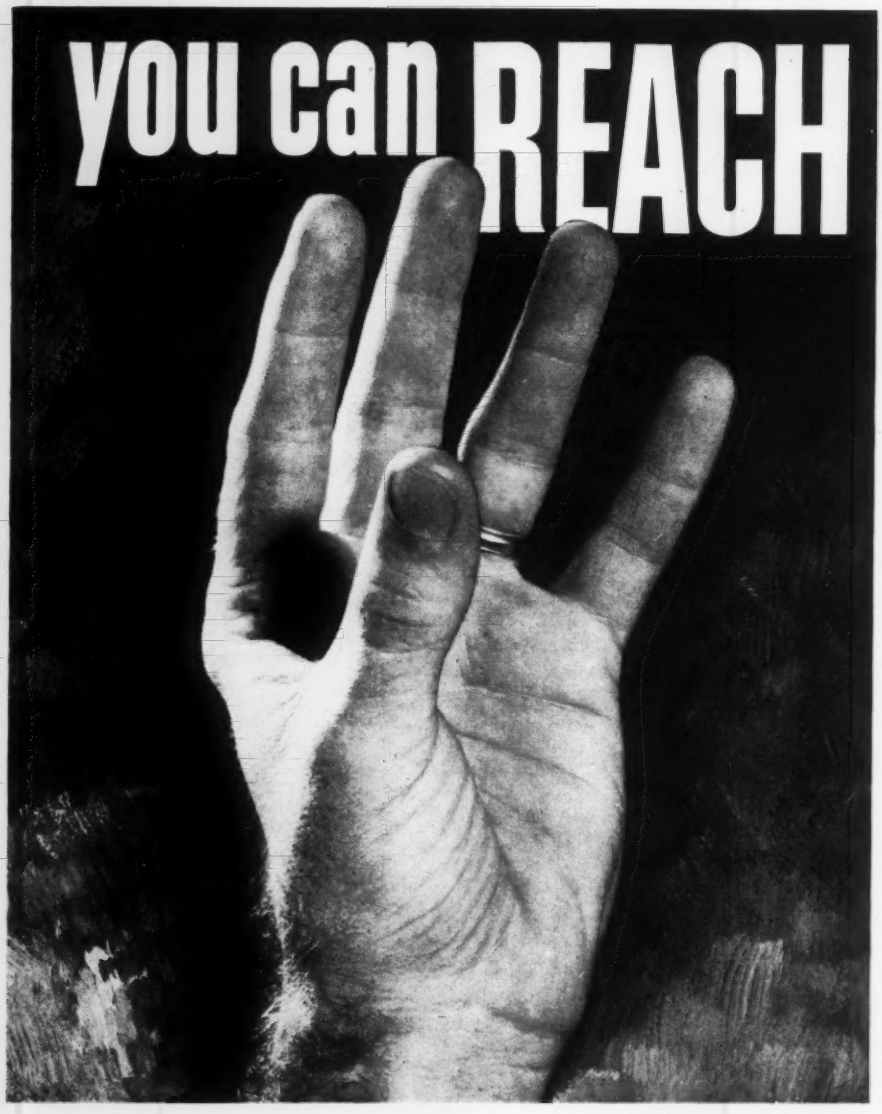
HERE'S WHAT TYPICAL BUDGETS WILL BUY ON THE BIG FOUR STATIONS

$18,000 . . . . *15 one-minute selling messages weekly for 10 weeks.*

$38,000 . . . *15 one-minute and 10 twenty-second announcements weekly for 18 weeks.*

$54,000 . . . *30 one-minute announcements weekly for 20 weeks.*

$85,000 . . . *5 quarter-hour newscasts weekly, including all costs, for 52 weeks.*



220,308 TV HOMES*

JACKSON, MISSISSIPPI

*Television Magazine

Here's a sales-lively market rich in growth factors. Buying power up 40% since 1950 and retail sales up a whopping 125% in ten years. Indeed, the effective buying income per family in our Jackson market area is $5,735.00.** Only the two great TV stations in Mississippi's capital city reach this market. Need more urging? Call Hollingbery or Katz for a file of facts.

**Sales Management 1957 Survey of Buying Power

MISSISSIPPI IS SOLD ON TELEVISION

WLBT CHANNEL 3 HOLLINGBERY

WJTV CHANNEL 12 KATZ

network programs. The equipment used at KCRA-TV, they reported, makes it possible to record most of the local announcements for an 18-hour operating day in less than an hour's time. Another paper concerned with automation was read to the meeting by B. F. Melchionni, RCA, titled "Automatic Cuing of Tv Film Projectors." The paper noted that with the advent of automation in tv stations, methods must be developed to cue the film automatically at the start of each film sequence. It described methods for stopping the projector automatically with a predetermined frame in the gate by adding suitable cuing information to the film and associated reading and control mechanisms to the projector.

A session on Monday was devoted to military uses of tv. Papers were presented by Lt. Col. Hollis Dakin on "Control Information by Television" and on "Staff Information by Television"; Arthur F. Flacco, RCA, on "Airborne Closed-Loop Tv System"; Howard L. Roberts, Denver Research Institute, U. of Denver, on "Some Aspects of the Application of Tv to the Tracking of Guided Missiles," and Jay P. Mitchell, Diamond Power Specialty Corp., on "Tv Viewing of Rocket Engine Test Cells."

Papers dealing with closed-circuit tv and video tape recording were presented at a session Oct. 5. Speakers included Donald Kirf Jr., Jerrold Electronics Corp., on "Economic Considerations in Closed-Circuit Tv Design"; John R. Brugger, Board of Education, Hagerstown, Md., on "Television in Washington County Schools"; Charles P. Ginsburg, Ampex Corp., on "The Ampex Video Tape Recorder: an Evaluation"; Ross H. Snyder, Ampex Corp., on "Videotape in 1958—A Discussion of the Production Ampex VTR," and R. A. Von Behren, Minnesota Mining & Mfg. Co., on "Magnetic Tape for Video Recording."

Weaver, Shepard Address K. C. Adv. & Sales Club

Advertising and promotion techniques, with emphasis on media and tv programming, were canvassed at the third annual clinic-conference of the Kansas City Advertising & Sales Executives Club last Thursday.

Key speakers were Sylvester L. (Pat) Weaver, president of Program Service Inc., and Albert Shepard, executive vice president of Institute for Motivational Research, and others from client, publishing, trade association and public relations circles.

Mr. Weaver reiterated plans for his "baby network" of selected stations, stressing cultural and educational facets of television and his concept of "low-cost" exposure for advertisers in key markets. With economical factors envisioned for his network, Mr. Weaver told the admen, advertisers will be able to get select, major market coverage and still retain monies for use in print media.

The ratings success of his initial proposed property, *Ding Dong School*, on WGN-TV Chicago locally, has been particularly gratifying in its first weeks, Mr. Weaver told

WGBS

WGBS RADIO LEADS WITH MORE THAN ALL THE OTHER STATIONS COMBINED

Yes!— 26 of 44 of the leading programs are on WGBS according to the latest regular Pulse report for the Miami Metropolitan Market (June-July 1957).

As a comparison in this eleven station market:

WGBS	26
Station "B"	12
Station "C"	5
Station "D"	1

That, together with "top" power, "top" coverage and "top" merchandising makes WGBS the station to buy in Miami—one of the fastest growing markets in the country.

WGBS CBS *in Miami*

SALES OFFICES

NEW YORK—625 Madison Avenue, New York 22, Plaza 1-3940
CHICAGO—230 N. Michigan Avenue, Chicago 1, Franklin 2-6498
SAN FRANCISCO—111 Sutter Street, San Francisco, Sutter 1-8689
. . . or any Katz office

BROADCASTING, in terms of client interest when the program is fed to his select-station network. Program Service Inc. has commitments from Taylor Reed Corp. (Cocoa Marsh) and Climax Industries (toys). No date has been set yet for network exposure.

In his off-the-cuff talk Mr. Weaver elaborated on his premise that "television can be great if it assumes greatness," reiterating his previous views on "enlightenment through exposure."

Dr. Shepard reviewed work conducted with Dr. Ernest Dichter, IMR president, in developing a new method for testing tv commercials in which motivating research patterns of viewers are examined.

The sessions drew some 400 advertising and sales executives, welcomed by Newton D. Baker, governor of the Adv. Federation of America's Ninth District.

Houwink Heads D. C.-Md. Group

New officers of the D.C.-Md. Radio & Tv Broadcasters Assn., elected at the annual meeting held the week before last in Baltimore, are: Fred S. Houwink, WMAL-AM-FM-TV Washington, president; Jake Embry, WITH Baltimore, vice president; Jason Pate, WASA Havre de Grace, secretary; and directors Morris Blum, WANN Annapolis, Joseph Goodfellow, WRC Washington, Robert Jones, WFBR Baltimore, William Paulsgrove, WJEJ Hagerstown, Leslie Peard, WBAL-AM-TV Baltimore, Ben Strouse, WWDC Washington and Charles Truitt, WBOC-AM-TV Salisbury.

Pittsburgh's NEWEST Look!

WIIC CHANNEL 11

Now On the Air

316,000 watts ERP
serving
1,237,000 TV Homes
in the nation's
EIGHTH MARKET
with effective buying income of
$8,731,815,000

REPRESENTED NATIONALLY BY
BLAIR TV

BASIC NBC AFFILIATE

Pay Tv Can't Resist Revenue From Advertising, Says Fellows

The first thing a pay tv operator will do if he gets 10,000 subscribers will be to form an advertising department and start selling time, according to NARTB President Harold E. Fellows.

Speaking Tuesday before the Broadcast Advertising Club of Chicago and Wednesday before the combined civic clubs of Mason City, Iowa, Mr. Fellows said there is "some pretty high-flying demagoguery" in the claims of some pay tv proponents that programs will be offered to viewers without advertising.

Mr. Fellows noted the claim that pay tv will supply more programs and revenue for free tv stations, and commented, "If all this is true, it's going to be paradise for just about everybody but the fellow who went out and put down anywhere from $100 to $1,000 for a tv set. His only problem is like the fellow that bought the wrong refrigerator—he found he had to drop a coin in the slot before he could get a sandwich."

Citing the news operations of tv stations, Mr. Fellows questioned whether a pay tv station would spend vast sums to cover such events as inaugurations, political conventions or an interview with Khrushchev.

After Mr. Fellows had delivered his Chicago address, Ted Leitzell, assistant to the president of Zenith Radio Corp., said Zenith does not contemplate advertising in its signal-through-the-air pay-tv method utilizing presently licensed stations. He added that many of Mr. Fellows anti-pay tv comments are "absurd."

UPCOMING

October

Oct. 18: UP Broadcasters of Wisconsin, Mead Hotel, Wisconsin Rapids.

Oct. 20-21: Texas Assn. of Broadcasters, Baker Hotel, Dallas.

Oct. 21-22: Central Canada Broadcasters Assn., annual meeting, King Edward Hotel, Toronto.

Oct. 23: 16th annual luncheon, Pulse, Hotel Plaza, New York.

Oct. 25-26: Indiana Broadcasters Assn., fall meeting, French Lick Springs.

Oct. 27: Missouri AP Radio & Television Assn., Jefferson City.

Oct. 29: Convention, National Assn. of Educational Broadcasters, St. Louis.

Oct. 31-Nov. 1: North Carolina Assn. of Broadcasters, Robert E. Lee Hotel, Winston-Salem.

November

Nov. 5-7: Eleventh National Conference, Public Relations Society of America, Waldorf Astoria, New York City.

Nov. 6-9: International convention, Radio Television News Directors Assn., Balmoral Hotel, Miami Beach, Fla.

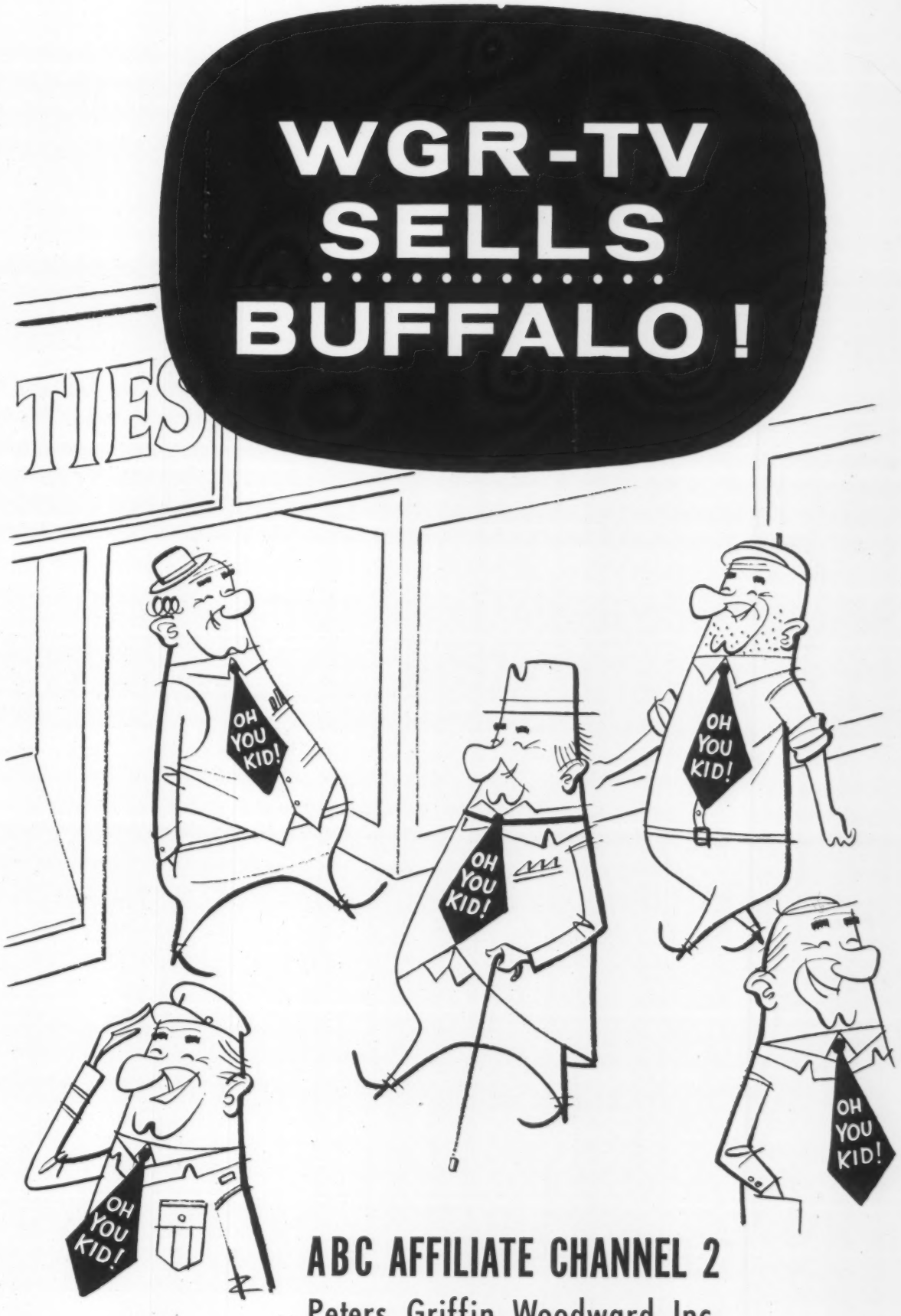
Nov. 13-15: First annual exhibition, Industrial Audio-Visual Assn., New York Trade Center.

Nov. 13-16: 48th Convention, Sigma Delta Chi, Shamrock Hotel, Houston.

Nov. 17-20: Tenth Annual Conference, Public Relations Society of America, Sheraton, Phila.

NARTB CONFERENCES

Region 8 (Wash., Ore., Calif., Nev., Ariz., T. H.)	Oct. 14-15	Multnomah Hotel Portland, Ore.
Region 7 (Mountain States)	Oct. 17-18	Brown Palace Hotel, Denver
Region 6 (Kan., Okla., Texas)	Oct. 22-23	Baker Hotel Dallas
Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., P. R.)	Oct. 24-25	Peabody Hotel Memphis



ABC AFFILIATE CHANNEL 2

Peters, Griffin, Woodward, Inc.

THE CISCO KID
PERSONAL APPEARANCE
GIGANTIC SUCCESS
FOR
POTATO CHIP FIRM
BROOKS POTATO CHIPS, Springfield, Mo., five-year sponsors of THE CISCO KID comment through KTTS-TV on the recent appearance of Duncan Renaldo, THE CISCO KID in their market:
"THE CISCO KID's recent appearance in Springfield exceeded by far our fondest hopes. Over 20,000 of our customers visited CISCO in the short time he was here . . . THE CISCO KID has constantly outrated its competition and we feel this appearance will drive the rating even higher."
Ask to see more success stories of
THE WORLD'S GREATEST SALESMAN!
"THE CISCO KID"
Write, Phone or Wire Collect Today
ZIV Television
New York
Chicago
Cincinnati
Hollywood

JUDGE PRAISES TV COVERAGE OF TRIAL

Television's public service role in covering court trials has a new judicial supporter—Judge Edward E. Pringle of Denver (Colo.) District Court.

Film coverage of the Archina murder trial in Judge Pringle's court by KOA-TV Denver showed how the medium can give a fair account of what goes on in the courtroom, the jurist wrote John Henry, KOA-TV news director, after the trial.

This latest reaction contradicts Canon 35 of the American Bar Assn., which bans radio-tv courtroom broadcasts. Denver was the scene of the first major breakthrough against the pre-tv canon when the Colorado Supreme Court ruled that broadcast reporting should be permitted by judges despite Canon 35 [STATIONS, Mar. 5, 1956.]

Court coverage in Denver comes under rules of Denver Area Radio & Tv Stations. Mr. Henry arranged for KOA-TV's coverage in cooperation with the association, with the judge and counsel lending their approval. Under association pooling rules, other stations could have shared the privilege but only KOA-TV broadcast the trial.

About 2,000 feet of film was shown on KOA-TV at 5 p.m. and repeated at 10 p.m. during the trial. Sam Houston, film director, worked with Gene Clift, news-court reporter, in the coverage. Sound tracks were edited for use on KOA's radio news service.

Mr. Houston set up one film camera at the side of the courtroom, using available lighting. No technical problems were encountered. Tri-X film was force-processed. The *Denver Post* used stills, also shot with available lighting.

Joining Judge Pringle in praise of the coverage were Robert Kingsley and William Rice, defense attorneys. They asked KOA-TV for use of the films to review conduct of the trial. The only incident during the trial was the request of one witness who didn't want to be telecast. That portion of the film was destroyed.

Judge Pringle's letter to Mr. Henry:

"I want to take this means of thanking you and your reporters for the very fine coverage you gave the Archina trial during the past three weeks.

"Your coverage of the trial demonstrated clearly that television news has become a part of the daily life of our community and can do a job quietly and fairly of bringing to the viewing public an account of what is happening in the judicial system without in any manner disturbing the decorum of the proceedings.

"Your film coverage of important events brought home to the viewing public, I believe, a clear picture of the calm and professional manner in which the attorneys conducted this trial. It also, I am sure, brought home to the public that while there were many dramatic moments in the trial, there were no outbursts by counsel or phoney histrionics.

"I think such accounts of these trials help form in the minds of the public a true opinion of the manner in which our American system of jurisprudence operates and help erase any false impressions they may get from plays or other means of entertainment which do not truly represent the high tradition of judicial procedures."

AIMS Elects Sharpe, Simpson; '58 Session Set for Seattle

Virgil Sharpe, vice president and general manager of KOWH Omaha, Neb., was elected chairman, and William L. Simpson, assistant general manager of KOL Seattle, was named vice chairman of the Assn. of Independent Metropolitan Stations at its annual business meeting Oct. 5-6.

Election of officers highlighted a semi-annual session devoted to programming and sales problems along with radio station trends, including music formats and automation. Seventeen of AIMS' 19 stations were represented at the meeting in the Orrington Hotel, Evanston, Ill. Outgoing chairman was Dave Morris, general manager of KNUZ Houston.

AIMS members voted to hold their 1958 spring meeting in Seattle, probably after the NARTB national convention. The trade organization was founded in the early 1950s.

Burke Heads N. D. Broadcasters

Charles G. Burke, KFGO Fargo, was elected president of North Dakota Broadcasters Assn. at the Oct. 3 meeting, held at Williston. He succeeds Leslie Kleven, KNDC Hettinger. Other officers elected were Robert E. Ingstad, KOVC Valley City, vice president, and Leslie E. Maupin, KLPM Minot, secretary-treasurer, his third term. Bismarck was chosen as site of the 1958 annual meeting.

Texas Bar Group Gets Access Plea

The Judicial Section of the Texas State Bar Assn. is considering a plea for equal access to courtrooms by radio and tv newscasters. In a telegram to a group of 200 judges meeting in Tyler, Texas, W. D. Rogers, KDUB-AM-TV Lubbock, said the decision on media access should be left to the individual decision of judges. He opposed a ban on radio-tv court reporting under Canon 35 of the American Bar Assn. code of ethics.

D. C. Ad Club to Hear Eastman

Robert E. Eastman, president of American Broadcasting Network, will address the Advertising Club of Washington, D. C., at its Radio Day ceremonies tomorrow (Tuesday). His subject will be "The New ABN Product." As part of the ceremonies, Mr. Eastman will be presented the club's "award for achievement."

Wyde aWake 'n Wild

three success stories which keep

The BARTELL GROUP FIRST All-Ways

(and always)

FIRST
in ratings everywhere

FIRST
with the whole family
delivering a richer audience composition

WOKY Milwaukee **FIRST**
WAKE Atlanta **FIRST**
KRUX Phoenix **FIRST**
KCBQ San Diego **FIRST**

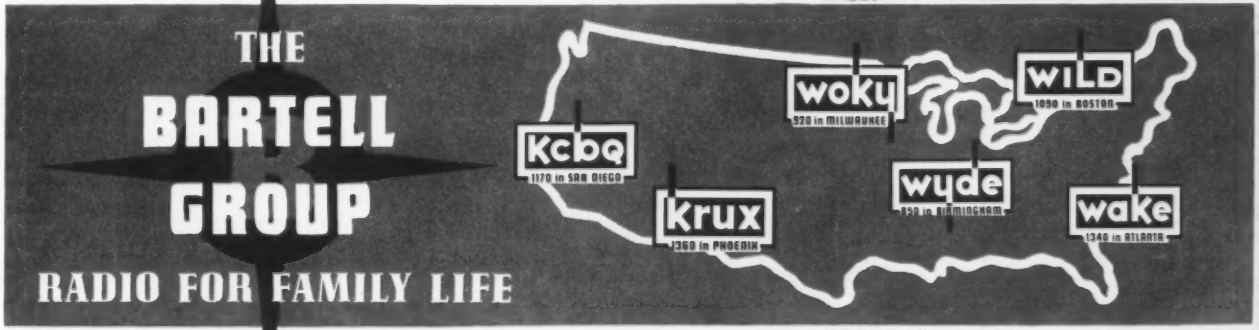
and going up, up, up, newest Bartell Stations

WILD Boston and WYDE Birmingham

(Rateholder avails will triple their value in 60 days.)

Bartell It... and Sell It

Sold Nationally by ADAM YOUNG, Inc.
for WOKY, The KATZ Agency



AMERICA'S **FIRST** RADIO FAMILY
SERVING 10 MILLION AMERICANS

MOULDER'S QUESTIONS SET TONE: 'OVERSIGHT' TO OVERLOOK NOTHING

- **Networks, others asked full accounting of FCC contacts**
- **FCC, in turn, to submit itemized list of 'benefits'**

If any network, industry and/or FCC "skeletons" have escaped previous congressional inquiries, the House Legislative Oversight Subcommittee seems determined to expose them.

At least, that is the conclusion to be drawn from letters requesting a potpourri of information sent to various industry groups and individuals by Rep. Morgan Moulder (D-Mo.), chairman of the subcommittee. In a letter dated Oct. 3, reportedly sent to the networks, NARTB and possibly other broadcast entities, Rep. Moulder asked that the following information be furnished "for the period Jan. 1, 1949, to present:

"(1) All files and records, including but not limited to, correspondence, inter-office and other memoranda, reports, memoranda of telephone or other verbal communications or other materials, of (your company) —other than copies of documents of public record in the Federal Communications Commission or any court—concerning, directly or indirectly, any correspondence, meeting, conversation, conference or other contact, written, oral, direct or indirect, by any officer, employe, representative, agent, or other person acting on behalf of (your company), with any member or employe of the FCC or other government official, regarding the FCC or any matters at any time before the Commission.

"(2) All files and records as in (1) concerning any such contact by any officer, representative, agent, or other person acting on behalf of (your company), with any third person relative to any such contact, actual or proposed, by such third person or other person with any member or employe of the FCC or other government official regarding the FCC or any matters at any time before the Commission.

"(3) Specification of any and all gifts, honorariums, loans, fees or other payments, in money or other thing of value, given or made directly or indirectly to any member or employe of the FCC or his immediate family, by or on behalf of (your company).

"(4) Specification of any and all benefits, other than those specified in (3), directly or indirectly paid or provided for any member or employe of the FCC or his immediate family, by or on behalf of (your company), including but not limited to any travels, vacations, entertainment, hotel or other accommodations, memberships, etc.

"(5) All bills, expense accounts, receipts, vouchers, canceled checks, check stubs, memoranda or other document evidencing or reflecting any item or transaction specified in (3) or (4).

"It would be greatly appreciated if you would furnish the above data on or before Oct. 24, 1957.

"It is my understanding that during 1956, pursuant to a request from the Antitrust Subcommittee of the House Committee on the Judiciary, you furnished that subcommittee numerous documents from your files. It would be greatly appreciated if you would furnish to this subcommittee on or before Oct. 17, 1957, a copy of each of the documents furnished to the Antitrust Subcommittee."

In a second letter, also dated Oct. 3, understood to have been sent to present FCC commissioners and some, although not all, former commissioners, Rep. Moulder asked that the committee be furnished by this Thursday an itemized statement showing:

"(1) Any and all gifts, honorariums, loans, fees or other payments, if any, in money or other thing of value, given or made, directly or indirectly, to you or any member of your immediate family, from the time of your appointment to the FCC to present, by or on behalf of any person, firm, corporation, association, organization or group having any interest, direct or indirect, in any matters subject at any time to the jurisdiction of the commission.

"(2) Any and all benefits, if any, other than those specified in (1), received, directly or indirectly, by you or any member of your immediate family from the time of your appointment to the FCC to present, and paid for or provided by, or on behalf of, any person or group specified in (1), including but not limited to any travels, vacations, entertainment, hotel or other accommodations, memberships, etc.

"It would be appreciated if you would specify: (a) the time, nature, and amount or value of each of the items specified in (1) or (2), if any; (b) the details concerning such items; and (c) all persons concerned in such transactions."

The networks are expected to request an extension of the deadline set by Rep. Moulder, citing such things as the tremendous amount of work it will take to compile the information and the high cost factor involved in reproducing the records.

The subcommittee has been charged with determining whether six federal regulatory agencies are administering the laws as Congress intended. These six agencies include the FCC, FTC, Civil Aeronautics Board, Interstate Commerce Commission, Federal Power Commission and Securities & Exchange Commission.

Ten days ago [AT DEADLINE, Oct. 7], Rep. Moulder charged that the CAB and possibly other agencies plan to block the committee's work by refusing access to files. He stated the subcommittee has information that the chairmen of the six regulatory bodies held a luncheon meeting to map a plan of resistance. At the same time, Rep. Moulder announced that James R. Durfee, chairman of the CAB, would be asked to explain in an open hearing this Thursday what right the CAB has to withhold information from the committee.

An official of the CAB expressed surprise at Rep. Moulder's statements and claimed the intent of the agency had been just the opposite.

Various of the six chairmen have admitted that they frequently get together to talk over their common problems, but denied a planned anti-Moulder meeting was held. These meetings reportedly take various forms; sometimes the chairmen have lunch, or they might play golf. The Moulder investigation was discussed at one of these informal meetings.

All present and concerned with the investigation reportedly expressed indignation at the apparent political motivation of the committee—based on what investigators are looking for. [Rep. Moulder and Dr. Bernard Schwartz, chief counsel for the subcommittee, have repeatedly denied that the group has any political connotation whatsoever].

According to this pooling of information on what was transpiring at each agency, the investigation appears to be leaning toward a "besmirchment" of the integrity and character of individual commissioners. A commissioner from one of the agencies, it is understood, cited as an example Dr. Schwartz's appeal for "faceless informers" which, it was the consensus of the group, is nothing but a "McCarthy approach."

Also understood to have been discussed by the chairmen were requests for correspondence, memos and telephone calls from and to the White House. It was felt that this is an Executive trust and should not be released to congressional inspection without White House sanction. This, it was felt, falls into the jurisdictional question as to whether the independent agencies are solely "creatures" of Congress.

The CAB still is the only agency scheduled to be called at the Thursday hearing, although there is a possibility that others may be called to testify. The entire subcommittee is scheduled to be in Washington for an executive meeting on that date, also.

Unique Program Service Rule Dropped by FCC as 'Too Vague'

The FCC has done away with its so-called unique program service rule because it "is an unsatisfactory allocation tool" whose provisions are "too vague and indefinite" to be of assistance in the filing and processing of am applications.

The rule provided protection from interference beyond the normally protected contours (500 uv/m) for stations offering a unique service, and allowed those claiming such service to have their demands determined on the basis of the facts in each case.

ABC, CBS, and several college-owned stations had asked the Commission not to take this protection away. Some consulting engineers thought deletion of the rule would assist the FCC.

this is abc's year...

Wyatt Earp

Pat Boone

Disneyland

and in Detroit...ABC means...

Patrice Munsel

Frank Sinatra

"SEE THE STARS ON 7"

James Garner as Maverick

Rin Tin Tin

WXYZ·TV

channel 7

abc American Broadcasting Co.

MUTUAL BUILDING DETROIT, MICHIGAN

Represented Nationally by Blair TV

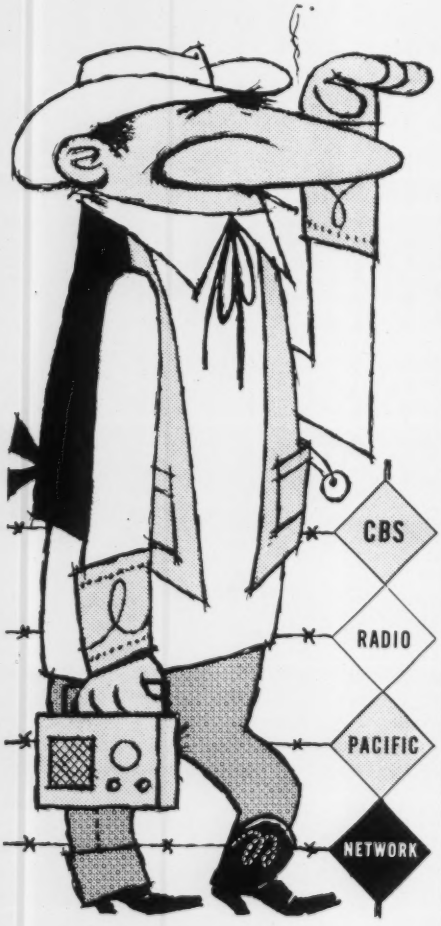
Westerners listen[1] to their favorite[2] programs on the CBS Radio Pacific Network[3]

1 Listen: This refers to "ears in use," not merely to "sets in use."

2 Favorite: As in Harry Babbitt, Sunday News Desk, Dave Vaile News, Ruth Ashton, Frank Goss News and Tom Harmon—to name just a few great CBS'rs.

3 Network: 245,000 watts to blanket the 3 Pacific Coast States.

Summary: Programs, Personalities and Power... that's why your message belongs on the CBS Radio Pacific Network.



REPRESENTED BY CBS RADIO SPOT SALES

WILL SATELLITES JAM SPECTRUM?

- **This is big question in wake of Russian Sputnik**
- **Answers put forward are speculative, far-reaching**

As the Red-launched and red-tinged Sputnik satellite orbited around the earth last week, the implications of what is acknowledged to be the opening of space travel by unmanned and manned rockets spread in ever widening circles, bringing a host of questions impinging on radio and tv and the radio spectrum.

The answers to these questions, mainly speculative, ranged from fears that the forthcoming decade would see a greater and greater demand for radio frequencies to the prospective projection of earth satellites in fixed positions above the earth acting as gigantic tv relay stations whose broadcasts would span half the globe.

The possibility that the age of space would jam the radio spectrum was foreseen by many observers, who saw in the uprushing space future a swelling demand for radio frequencies for telemetering, for guidance and controls and (for the day of human space travel) communications.

Qualified radio engineers, however, expressed the feeling that the demand would be met without any upheaval in existing radio assignments. Most felt that the demand for spectrum space would be in the uhf and shf (super high frequency) areas.

Renewed were past years' theories that proposed the establishment of a "moon" satellite whose orbit could be set to correspond to the rotation of the earth—thus keeping it in one position in relation to the earth—and which would be used as a passive reflector from which vhf, uhf and shf radio and tv signals could be "bounced" back to distant points on earth, or as a repeater whose signals could be sprayed back toward *terra firma* with a coverage exceeding the fondest hopes of Westinghouse Electric Corp. in its post-war "Stratovision" promises.

Early in the post-war years, Westinghouse proposed—and demonstrated—a system of tv coverage which used airborne transmitters acting as sky-high relays to cover vast areas of the United States.

The proposal for a repeater station for communications and radio-tv broadcasting out in space was submitted in 1954 to the National Science Foundation by Richard W. Porter, General Electric Co. Dr. Porter envisaged a series of spheres in orbits about 2,000 miles from the earth acting as broad band repeaters. An alternative method, Dr. Porter suggested, was to use a plane mirror or repeater 22,000 miles from the earth to bounce radio and tv signals across the oceans. Earth parabolic antennas would be 250 ft. in diameter, Dr. Porter estimated. His discussion envisaged 5 mc video channels "provided by an eight-digit binary pulse code modulation and a wavelength of 10 cm. [3,000 mc]." Earth transmitters would have to produce powers from 100 w to 10 megawatts, depending on the type of satellite and its distance from the Earth. [GOVERNMENT, August 22, 1955].

A similar suggestion was made by another GE scientist, R. P. Haviland, at the 1955 meeting of the American Rocket Society [MANUFACTURING, Nov. 21, 1955].

In the discussions that circulated among broadcast engineers and attorneys last week, one startling comment was made by an FCC attorney—posing potential grave portents for broadcasters. It was this:

As more and more countries put satellites into outer space and if there is no international agreement on frequencies to be used (the Russians did not use the accepted 108 mc frequency for the International Geophysical Year telemetering "moons"), all radio services may find outer-space transmissions interfering with their own communications. And, this source emphasized, our government certainly would want to monitor the transmissions of such satellites. This brings up the possibility that radio services in those frequencies would be asked to shut down during the life of the satellites' signals. This could run to weeks or months, it was noted.

Comr. T. A. M. Craven, the FCC's only member with an engineering background, stated that it was going to take a lot of vision to prepare for the forthcoming space era requirements for spectrum space. "Right now and for some time it appears that these moons are going to be used mostly for scientific investigation," Mr. Craven said, "so there is no real problem. But, if and when they begin talking about using them for relay purposes or for interplanetary

JOKE ON COMRADE

The pranksters are always with us. Broadcasts on the 20 mc and 40 mc frequencies on which the Russian satellite was transmitting its beep signals last week were picked up by the FCC's monitoring stations in the Boston, Seattle, and mid-Atlantic states areas. The text of one message read: "CQ, CQ. DE SPUTNIK. THIS SCIENTIFIC EXPERIMENT IS A FAILURE. ARVA."

FCC officials said last week they were investigating these fake messages ostensibly from Sputnik. They were all single shot transmissions, however, too brief to permit monitors to establish a fix on the transmitters' locations.

The Commission warned that such misuse of radio facilities by a licensed operation would be prosecuted and could bring suspension of license to the guilty operator.

The FCC's field engineering and monitoring service began "observing" the Russian satellite's signals at 8:10 p.m. EDT, Oct. 4.

MATURITY

Maturity makes haste slowly.

We like quick sales, too. But if...from our years of experience...we feel too hurried action endangers future success, we say so.

We've found it pays to help clients choose between hasty decisions...and wise ones.

AVERY-KNODEL
INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO SEATTLE

IT'S NO ACCIDENT

There are many Reasons*

WHY

KWKW

BROADCASTS MORE HOURS OF SPANISH RADIO THAN ANY OTHER STATION IN THE U. S.

All Day

AND

All Night

(21 HOURS)

*573,000 Spanish Speaking people listen to KWKW in the L.A. area.

These Spanish Speaking Angelenos spend over one and two-thirds MILLION Dollars per day!

More than 319 Advertisers have used KWKW profitably for one year or more.

L. A.—RYan 1-6744

S. F.—Theo B. Hall

Eastern Rep.—National Time Sales

MA, WHERE'S MY SPACE HELMET?

The Soviet Union's earth satellite has revived advertiser interest in a radio-tv program, *Space Cadets,* which has been off the air almost two years.

Rockhill Productions, New York, which produced the series for six years and still holds rights to it, reported last week that two hours after the announcement of Sputnik, the company began receiving inquiries about reactivating the series. Ted Hudes, an executive of Rockhill, said that more than 100 telephone calls, wires and letters had been received from advertisers, agencies, agents and promoters.

He said plans now are being formulated for producing a new version of *Space Cadets,* with one significant change: moving the date of action of the series from the year 2350 (used in the old series) to 2057.

Until it went off the air on January 1956, *Space Cadets* had been a network presentation for six years, carried at various times by NBC-TV, CBS-TV and CBS Radio, DuMont Television Network and ABC-TV. Sponsors included Kellogg's, Kraft and the International Shoe Co. Before the news of the earth satellite, Rockhill had no plans to revive *Space Cadets.*

communications, then we must begin studying this subject in all seriousness."

Comr. Craven emphasized that the one most important subject as far as communications is concerned was to determine the best frequency for such use. "All we know now," he declared, "is that the higher up you go in frequencies, the better they get through the atmosphere."

Edward W. Allen Jr., FCC chief engineer, expressed optimism that when the time comes to face the problem of space communciations, new frequency space will be available and scientists will have new techniques in use. He, too, noted that at the moment the space program is primarily scientific.

Albert L. McIntosh, chief of the FCC's Frequency Allocation & Treaty Div., also held that it was premature to speculate on the type and needs of space communication frequencies. He observed that most equipment in use or proposed to be used is being improvised from existing gear. He called attention to the obvious requirement for international agreements on frequencies and noted that space ships meant a new dimension for international radio agreements.

John H. DeWitt, president of WSM-AM-TV Nashville, Tenn., expressed the belief that the frequencies most useful for space communications would be those above 400-500 mc. He foresaw a future demand for such space frequencies, but expressed the belief that there is plenty of spectrum space —plus new techniques for using this space. He also recalled that he once suggested that a space repeater be established using 10,000 mc and a 1 kw transmitter. High frequencies permit the use of small, high gain antennas, he noted.

Mr. DeWitt in 1946 was the Army Signal Corps colonel responsible for bouncing a microwave signal off the moon, indicating the feasibility of this method of communications relay.

The Russian satellite, weighing 184 lbs., was reported transmitting with a 1 w transmitter, on 20.05 mc and on 40.005 mc. The 20 mc band is the international standards frequency and is one of six frequencies used by the National Bureau of Standards' WWV (this standards station broadcasts standard frequencies on 2.5, 5, 10, 15, 20, and 25 mc). The 40 mc band is internationally assigned to fixed and mobile services, plus aeronautical in Region 3 (Southern Hemisphere). In the U. S., 40 mc is assigned to government use.

The U. S. satellites, are due to be shot aloft between December and March. The final, fully instrumentated sphere, will weigh 21 lbs. and will radiate seven signals, all on 108 mc.

HALEY'S 'COMET' IS NO MISNOMER

They've always jokingly referred to Andrew G. Haley, Washington, D.C., radio attorney and rocket enthusiast, as "comet" —for the fast-moving and wide interests and travels of this big man (6 ft., 200 lbs.) from the Pacific Northwest.

MR. HALEY

Last week, his name became known not only throughout the United States but throughout the world. It was pretty well known in radio and rocket circles before, but with the advent of space missiles it has become a worldwide household name.

Mr. Haley, elected to be the 1958 president of the International Astronautical Federation at last week's conference in Barcelona, Spain, called for the United States Congress and the United Nations to define the boundary between national air and the "high seas" of airspace. He also urged that the moon be declared an "autonomous and free" territory. For the former, Mr. Haley suggested that 275,000 ft. altitude be accepted as the outermost limits of national sovereignty. He also expressed fear that if the Russians made a manned landing on the moon, or hit it with a missile, it could claim it as part of its territory.

This is not the first time Mr. Haley has called for an international agreement governing outer space. Two years ago he proposed that the International Telecommunications Union in Geneva establish special frequencies for space travel guidance, telemetering and communications [GOVERNMENT, Nov. 21, Aug. 22, 1955].

Beginning early next month, Mr. Haley

and Dr. Welf Heinrich begin a series of lectures on space law before law schools throughout the country. It starts Nov. 4 at Princeton U., and culminates Nov. 26 in Washington before the combined law schools of U. of Maryland, American U., Catholic U., Georgetown U. and George Washington U.

The 53-year-old lawyer was born in Tacoma, Wash. He took his A.B. at George Washington U., Washington, D.C., and his LL.B. at Georgetown U., also Washington. Before World War II, he was counsel to the FCC. He has attended innumerable international telecommunications conferences, beginning with the 1947 Atlantic City conference, as an industry advisor. He is the senior partner in the Washington law firm of Haley, Wollenberg & Kenehan.

FTC Examiner Proposes Stay on Liggett & Myers Claim

The Federal Trade Commission reached a new stage in its protracted action against Liggett & Myers Tobacco Co. (Chesterfields), New York, when a hearing examiner last week recommended prohibiting a claim that the cigarettes will have no adverse effect on nose, throat or accessory organs.

The first FTC action against the company was taken five years ago in a crackdown against five big cigarette makers on advertising health claims. (Others were American Tobacco [Lucky Strike], R. J. Reynolds Tobacco Co. [Camel], P. J. Lorillard Co. [Old Gold] and Philip Morris Co.)

In last week's initial decision on the Chesterfield complaint, Hearing Examiner William L. Pack ruled that smoking cigarettes "will have, or certainly is likely to have, some adverse effect" on a smoker's nose-throat area. In the manufacturer's favor, however, he reaffirmed an earlier initial decision [GOVERNMENT, Aug. 2, 1954] recommending that challenges of "milder," "soothing and relaxing", leaving no "unpleasant after-taste" copy points be dismissed as posing no public interest issue. The Commission earlier had overruled the examiner on this issue and remanded the case for further proceedings.

It also is the only cigarette advertising complaint pending before the federal agency. Since publication of the FTC Cigarette Advertising Guides in September 1955, manufacturers generally have shied away from health claims, emphasing instead "taste and flavor," according to Comr. Robert T. Secrest in testimony last July before the House committee headed by Rep. John A. Blatnik (D-Minn.) investigating advertising claims.

Craven Plan Officially Shelved

The FCC last week officially dismissed the Craven plan until the Television Allocations Study Organization completes its study of possible basic changes in the tv allocations structure. Last month, the Commission announced staff instructions which would dismiss the proposal to allocate tv channels on an individual basis and delete the current fixed table [GOVERNMENT, Sept. 16].

FTC Charges Schick With False Advertising

In one part of a five-pronged complaint last week against Schick Inc., Lancaster, Pa., the Federal Trade Commission charged the firm with false advertising on radio, tv and other media. The complaint also deals with alleged price fixing, and three antitrust charges on price discrimination, promotional allowances and demonstrator services.

Challenged advertising involved an offer of the Lady Schick razor—"free," says the FTC—with purchase of a Schick 25 man's razor. The "Lucky Lady" campaign ran between January and May, according to the Commission. To support its claim that the offer was misrepresented, the FTC said Schick refused to accept trade-ins, in effect raising the price of the Schick 25 model, and in addition raised the price to wholesalers.

The complaint noted that consolidated net sales of Schick and its subsidiaries in 1956 exceeded $27.5 million.

The respondent has 30 days to answer the government complaint prior to a hearing Dec. 3, in Lancaster, Pa. In August, Schick signed a consent order with the FTC agreeing not to misrepresent free home trial offers and not to sell used razors as new. This order, not an admission of any violation, followed a complaint last spring citing tv network and other advertising.

Nordberg Appointed by FCC To Head Common Carrier Bureau

John J. Nordberg, chief of the FCC's telephone division since 1955, last week was promoted to chief of the Commission's Common Carrier Bureau, effective immediately. He succeeds Harold G. Cowgill who became chief of the Broadcast Bureau last spring.

MR. NORDBERG

Mr. Nordberg, a graduate of George Washington U., has been with the FCC almost continually since 1935 in various accounting capacities including that of chief of the accounting systems division. During World War II he was on active duty with the Naval Communications Reserve and advanced to lieutenant commander.

Booster Comments Limit Extended

At the suggestion of the National Community Television Assn. and the request of Colorado Gov. Stephen McNichols, the FCC has extended its deadline for formal comments on proposed rules which would permit restricted use of low power television repeater stations.

Last summer, Gov. McNichols visited the Commission and urged approval for vhf boosters as well as the previously proposed approval for uhf boosters. There are several vhf boosters already operating in Colorado under the governor's "authorization" in spite of FCC protests.

Comments now are due Dec. 15 instead of Oct. 1; reply comments are due Jan. 14 instead of Oct. 30.

Oral Roberts Answers Charges By NAFBRAT in KCOP (TV) Case

The issue of religious freedom was injected into the KCOP (TV) Los Angeles renewal case when the Rev. Oral Roberts, evangelist who had been accused of false faith healing, stoutly defended his ministry. And also KCOP urged the FCC to summarily dismiss NAFBRAT's complaint because it was not duly authorized and is solely a censorship attack on KCOP's programming.

Mr. Roberts filed a reply to accusations by the National Assn. for Better Radio & Television, which asked the FCC to set the license renewal application of the Los Angeles ch. 13 independent for hearing on grounds that it had failed to meet program standards established by NARTB [Government, Sept. 16]. Among the charges were what the NAFBRAT group called "undocumented faith healing" and "commercial hypnotism" by Mr. Roberts in his program on the station.

KCOP, in its Sept. 27 reply to the complaint, emphasized that only one of the organization's board of directors acknowledged that he had prior knowledge of the complaint or had consented to it. The Los Angeles station termed the complaint "an opinionated attack by a small California organization dedicated to censorship of radio and tv."

The Los Angeles independent said that the Rev. Roberts was sponsored by no fewer than 15 church groups and that he has been on more than 125 tv stations. In answer to another allegation involving a local automobile dealer, KCOP said the dealer had not been found guilty of misrepresentation, and until he was, he should not be denied the use of tv for advertising purposes. It also denied that its commentators were guilty of bias.

The gist of Mr. Roberts' defense was that what healing has occurred on his program has been substantiated. He also included in his reply judgments by ministers and others on his work. He indicated as "loaded" the question propounded by NAFBRAT to medical and religious leaders which refers to "undocumented miracles on tv programs such as the Oral Roberts program . . ." The complaint, as it refers to Mr. Roberts, the minister stated, "presents a prejudiced and one-sided point of view." His program, Mr. Roberts said, is viewed by millions of people throughout the United States. He added: "Certainly it is not within the province of the Commission to attempt to make an evaluation of whether the claims of this particular religious group are justified or not . . . Any federal agency which would venture to judge the validity of those views would, by that act, undermine the religious freedom of all Americans guaranteed by the First Amendment to the Constitution . . ."

Also pending FCC approval is an application for the sale of KCOP from its present

owners, Copley Press Inc., to Kenyon Brown, Harry L. (Bing) Crosby, George L. Coleman and Joseph A. Thomas for $4 million. The NAFBRAT complaint also asked that this be refused.

South Bend, Elkhart Combined, Assigned Lower Uhf Channels

A strong uhf area was made even stronger by the FCC last week when high uhf channels assigned to South Bend and Elkhart, both Indiana, were replaced with lower channels and the cities were made a hyphenated area on the table of assignments.

South Bend-Elkhart received chs. 22 and 28 in exchange for chs. 34, 46 and educational 40. This was accomplished by substituting (1) ch. 79 for ch. 22 in Waukegan, Ill.; (2) ch. 83 for ch. 28 in Elgin, Ill.; (3) ch. 40 for ch. 42 in Benton Harbor, Mich.; (4) ch. 46 for ch. 36 in Kalamazoo, Mich.; (5) addition of Plymouth, Ind., to table of assignments with ch. 34, and (6) making ch. 52 Elkhart, available for educational use in South Bend-Elkhart.

At the same time, the Commission modified the licenses of WSJV (TV) Elkhart to specify operation on ch. 28 instead of 52 and WSBT-TV South Bend to specify operation on ch. 22 instead of 34. These two changes were conditioned that construction could not begin until requested engineering information had been given the Commission by the two stations. WNDU-TV South Bend, with FCC approval, shifted from ch. 46 to 16 last summer.

KGO-TV Asks Commission Hearing On Location of Antenna Farm

KGO-TV San Francisco (ch. 7), owned by American Broadcasting-Paramount Theatres Inc., last week asked the FCC for a hearing on its dispute with KRON-TV San Francisco (ch. 4) over the location of an antenna farm in that city.

KGO-TV wants the new multiple station television tower to be built on Mt. Sutro. But KRON-TV already has won approval by the Airspace Panel of the Air Coordinating Committee for construction on Mt. San Bruno. Both are near the city's international airport. [GOVERNMENT, Sept. 16]

According to KGO-TV, the Mt. Sutro location would constitute less of an air safety hazard and provide better service. The station added that selection of Mt. San Bruno would cause KGO-TV serious economic injury by providing KRON-TV with improved coverage of an audience for which both stations compete.

FCC Dismisses One Ch. 13 Bid

The FCC last week dismissed with prejudice the application of Frontier Broadcasting Co. for a new tv station on ch. 13 in Alliance, Neb., and in so doing paved the way for a possible award to Western Nebraska Television Inc., the only other applicant for the channel.

At the same time the Commission approved Frontier's request to hike the power of KSTF (TV) Scottsbluff, Neb., ch. 10, from 11.513 to 240 kw, and antenna height from 240 to 840 ft. KSTF has been a satellite of KFBC-TV Cheyenne, Wyo., but as a regular station is understood to be capable of reaching the Alliance audience some 40 miles away.

Langer Plans Bill to Prohibit FCC From Acting on Toll Tv

Senator William Langer (R-N.D.) stated last week that he will introduce a bill in the next session of Congress to prohibit the FCC from licensing pay tv. Sen. Langer declared that the communications laws currently contain neither authorization nor express prohibition for the regulatory body in the matter of subscription service.

Mr. Langer claimed that millions of people would be deprived of seeing various types of programs if pay tv is allowed. In referring to Senate debate on the Federal Radio Act of 1927, he stated that the reasoning then for not prohibiting pay-as-you-listen radio is not applicable.

The North Dakotan joins other congressional critics of pay tv, including Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, who intends to hold hearings on the subject early next year. Rep. Emanuel Celler (D-N.Y.) and Sen. Strom Thurmond (D-S.C.) have both introduced bills to prohibit pay tv (HR 586 and S 2268, respectively). Both Rep. Celler and Sen. Thurmond intend to push their bills next session.

Meanwhile, Comr. Robert E. Lee declined comment on Rep. Celler's request that Mr. Lee disqualify himself in the toll tv considerations [AT DEADLINE, Oct. 7]. Mr. Celler asked this because of Mr. Lee's article last year in *Look* magazine recommending a public trial for toll tv.

Examiner Finds Against Kriegel

Harry G. Kriegel, trading as Superior Products, 673 Broadway, New York, has been ordered in a Federal Trade Commission initial decision to stop claiming a plastic sheet attachment for tv sets will simulate color television. Mr. Kriegel, however, has told the commission that he did not own the firm and that sale of the product was discontinued June 1, 1956. The action by an FTC hearing examiner follows a complaint made last spring. It is not a final decision of the commission.

'Bachelor Father' In Court

Jay Sommers and Don Nelson, writers of the *Ozzie & Harriet* program on ABC-TV, went to court last week in a move to establish their ownership of another tv series, *Bachelor Father*. The complaint, filed in Los Angeles Superior Court by attorney Ralph Marks, asks for (1) declaration that the plaintiffs own the program, (2) an accounting and (3) $200,000 damages from the defendants: American Tobacco Co., CBS, Music Corp. of America and Revue Productions.

The complaint alleges that early in 1956 the plaintiffs submitted a program of identical title and plot to MCA, which was to act as their agent, and says it turned up on CBS-TV 14 months later with American Tobacco as sponsor.

good digging for sponsors, too!

Elton Britt, once prospector for uranium, wrote and recorded for RCA-Victor the first country and western song ever to sell over a million records. His records have sold 12 million plus. Britt is now finding better diggings on WMAL-TV's "Town and Country Time" . . . 2:00-3:00 p.m. Monday through Friday . . . produced by Connie B. Gay, and birthplace of Jimmie Dean, Patsy Cline, and George Hamilton, IV.

With Britt, Roy Clark's band, top guest stars, this show digs gold for sponsors too, in the tradition of WMAL-TV, first local station to program country music successfully.

real live daytime programming

wmal-tv | abc

maximum power on channel **7** **WASHINGTON, D.C.**

AN *EVENING STAR* STATION / *Represented by H-R Television, Inc.*

UP 54%

Monday "Twenty One" from 15.8 June ARB to 24.3 Aug. ARB

UP 11%

Tuesday "News" from 14.9 June ARB to 16.5 Aug. ARB

UP 55%

Wednesday "Navy Log" from 14.1 June ARB to 21.9 Aug. ARB

Spot Check

Of Both Metro ARB Surveys

After 120 days of operation

IN

THE GREAT CHARLOTTE MARKET!

UP 38%

Thursday "News-Weather" from 13.7 June ARB to 18.9 Aug. ARB

UP 85%

Friday "On Trial" from 13.3 June ARB to 24.6 Aug. ARB

44.8% increase in share of sets-in-use Mon. thru Fri. 9 a.m. to midnight.

WSOC—TV

H. R. Representatives Inc. — Nationally
F. J. Representatives Inc. — Atlanta

Larry Walker — President and General Manager
C. George Henderson — General Sales Manager

NIGHTTIME

WSAZ-TV

DELIVERS 1000 HOMES BETWEEN 7:30 and 10:30 P. M. FOR $1.30

The second station's cost per thousand homes is $2.39 84% Higher

The third station's cost per thousand homes is $5.42 317% Higher

AND ANYTIME WSAZ-TV delivers ONE THIRD more total homes than both other Huntington-Charleston Stations COMBINED

Source: June 1957 ARB
All figures based on 260-time frequency

HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ Huntington & WKAZ Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

CALL YOUR KATZ MAN

WKLO-TV, ABC-TV Denied Voice In WTVW (TV) Show Cause Case

Mid-America Broadcasting Corp., permittee of WKLO-TV Louisville, Ky., ch. 21, and ABC-TV last week were prevented by the FCC from taking part in a forthcoming Commission hearing on Dec. 9 at which WTVW (TV) Evansville, Ind., ch. 7, must show cause why it shouldn't broadcast on ch. 31. The Commission said absence of the would-be intervenors would cause no injury to their existing rights.

WTVW stands to lose its rights to ch. 7 because of a previous deintermixture ruling which proposes to switch the outlet to ch. 31, and transfer ch. 7 to Louisville [GOVERNMENT, Aug. 12]. The Commission scheduled the hearing a fortnight ago to determine if the proposed shifts would be in the public interest [GOVERNMENT, Oct. 7].

The Commission noted that WKLO-TV has "a definite interest in the outcome of the hearing" if ch. 7 actually is assigned to Louisville. It added that ABC-TV has contingent affiliation interests.

But the FCC decreed that neither had sufficiently current interests to qualify them as intervenors at the forthcoming WTVW hearing. The Commission noted that if WKLO-TV and ABC-TV were given such a privilege, similar courtesies might have to be granted many others "which would unduly complicate and prolong the proceeding."

WILO Gets FCC 'Show Cause' Alleging After-Hours Operation

WILO Frankfort, Ind., on Oct. 2 was directed by the FCC to submit a statement within 30 days giving reasons why the station's license should not be revoked for alleged operation after specified hours.

The Commission charged that WILO, a daytimer on 1570 kc, illegally operated its main transmitter to broadcast basketball games at night during the winter months on 1606 kc, which is licensed to WILO's remote pickup station, KD-2563. A game broadcast for "general public reception" March 9 from 7:59 p.m. to 9:45 p.m. CST is mentioned specifically by the FCC. At the conclusion of the basketball game, the licensee transmitted a "false and deceptive signal" by announcing the KD-2563 call, according to the Commission.

Last May, WILO was given official notice of the alleged violations and the station's explanation was "evasive and unsatisfactory," the Commission stated in its new demand for an accounting.

The Commission also suspended for four months the radio-telephone first class operator's license of Lewis M. Shroyer, general manager and chief engineer of WILO, because of the alleged violations of FCC rules.

FTC Rules Stamps Not 'Unfair'

The Federal Trade Commission, after a quiet investigation begun about six months ago, has announced it will not now issue any complaints against the use of trading stamps. The FTC, noting that stamps have been used for over 60 years held that the plans in themselves are not an unfair method of competition. It noted that popularity of the stamps, although now at a record high, had fluctuated widely. At present, about 300 companies are doing a $600 million business in the field. Sperry & Hutchinson Co., considered the only nationally distributed company, has an annual tv budget near $2.5 million.

KYAT (TV) Construction Delay Brings FCC 'Get Tough' Order

In what has been described as a continuing "get tough" policy, the FCC last week served notice on two tv construction permit holders that they are in danger of losing their authorizations for failure to proceed with construction.

Wrather-Alvarez Broadcasting Co., permittee of ch. 13 KYAT (TV) Yuma, Ariz., was given 20 days to request a hearing or its cp will be deleted. Wrather-Alvarez has a petition for rule-making to shift ch. 13 to El Centro, Calif., pending, and has requested an extension of the KYAT cp (which expired March 25) until the Commission acts on the channel shift.

The FCC told the permittee that delay in construction of KYAT is not due to matters beyond its control but rather to the voluntary decision to await a Commission decision on the rulemaking petition. A grant of the extension would not be warranted under the circumstances, the Commission said. Wrather-Alvarez also owns KFMB-TV San Diego and KERO-TV Bakersfield, Calif.

Set for hearing was the application of Robert S. McCaw for extension of his cp for ch. 23 Yakima, Wash., also on the grounds the permittee lacks sufficient reasons for not building the station. Mr. McCaw also owns 33⅓% of KYAK Yakima and KALE Richland and has interests in community antenna tv systems in Aberdeen and Kennewick, all Washington.

AT&T Denies Stations' Charge

The American Telephone & Telegraph Co. has filed a sworn statement with the FCC categorically denying "undue delay" or a "lack of willingness" to supply North Dakota Broadcasting Co. with program transmission facilities between Minneapolis and the Fargo-Minot area.

The firm, which operates KBMB-TV Bismarck, KXJB Fargo-Valley City and KCJB Minot, all North Dakota, last summer stated that AT&T had stalled on his application without giving him a direct answer.

FCC Extends Class IV Deadline

At the request of the Community Broadcasters Assn., representing class IV am stations, the FCC has extended to Nov. 1 the time to file comments on proposed rules to increase their broadcast power from 250 w to 1 kw. The old deadline on the across-the-board proposal was Oct. 1.

McElroy Assumes Defense Post

Neil H. McElroy, former president of Procter & Gamble Co., assumed one of the nation's most important governmental posts Wednesday when he was sworn in as Secre-

"Hey, Laddie!
D' Ye Ken
"TEN"
in R-r-rochester?
'Tis Where Th'
Farthin's
go Farthest !"

. . . Yes, you don't have to be a Scotchman to see that Channel 10, with an average share-of-audience in Rochester of *58.4%*, is the BIG BUY! Channel 10 gets the lion's share of the Rochester viewers *Mornings, Afternoons and Evenings*—carries *15 of the top 16* programs Rochesterians prefer!—If you want the eyes and ears of Rochester, buy on the "Big Ten" Channel!

ROCHESTER, N. Y.

NAT'L REPRESENTATIVES
THE BOLLING CO., INC.
EVERETT-McKINNEY

IT ALL ADDS UP TO 10

tary of Defense. He is the sixth secretary since the office was established under the armed services unification act of 1947. After the swearing-in ceremony, President Eisenhower greeted him, saying, "Welcome to the Cabinet. You are now a bureaucrat."

FTC Rolaids Hearing Snags On Admissibility of Survey

The government's case against American Chicle Co.'s Rolaids tv commercials [GOVERNMENT, May 20, Oct. 7] bogged down last week around introduction as evidence of a government survey of general practitioners.

The Federal Trade Commission survey was admitted in the false advertising hearings, but American Chicle has filed an interlocutory appeal challenging its competency as evidence. The survey was based on questionaires sent to a representative group of doctors in connection with the government position that Rolaids tv commercials falsely imply medical representation. The respondent contends that the survey was not carried out according to instructions of an FTC statistician.

After a three day skirmish about the survey, the government Thursday began to call witnesses to testify on technical points in the Rolaids copy. The FTC has charged Rolaids with falsely disparaging competitors by claiming Rolaids to be "twice as effective" as competing products.

Williamson Named Chief Clerk Of House Commerce Committee

W. E. (Ed) Williamson, Democratic mayor of Magnolia, Ark., has been appointed chief clerk of the House Interstate and Foreign Commerce Committee, replacing Elton J. Layton, a Republican who served 36 years in the post. Mr. Williamson will assume his post Nov. 1.

Rep. Oren Harris (D-Ark.), chairman of the committee, announced Mr. Williamson's appointment during a speech delivered in Magnolia. Messrs. Harris and Williamson are close personal friends and were roommates while attending Henderson State Teachers College, Arkadelphia, Ark.

In addition to his mayor's post, Mr. Williamson is manager of a Magnolia chair factory. He also has served as district governor of Lions International, has taught school and for three terms (six years) was clerk and ex-officio recorder of the circuit and chancellery courts of Columbia County, Ark.

Bender Denies Current Red Tie

William Bender, vice president of the broadcast department of the American Communications Assn., was one of five subpoenaed witnesses who appeared before the House Un-American Activities Committee in a one-day hearing last Wednesday in Washington.

The ACA represents approximately 100 employes, mostly technicians, of seven radio stations in New York and Philadelphia. The union was expelled from the CIO in 1950 after allegations the former was dominated by communists. Mr. Bender swore that he is not a member of the Communist Party but pleaded the Fifth Amendment when asked if he had ever been a member. He also declined to say whether he had ever attended a communist training school but denied he had received instruction in sabotage.

Justice Dept. Warns FCC It Will Oppose AT&T Plan

The Justice Department's antitrust division last week reminded the FCC that Justice will oppose current attempts by the American Telephone & Telegraph Co. to enter the field of private radio mobile communications.

AT&T still is seeking FCC approval of a lease-tariff-plan to offer certain two-way radio equipment. To win the Commission's favor, it must qualify for Title 2 of the Communications Act which governs common carriers. As such, AT&T would be a regulated monopoly, and according to some officials, conceivably might escape future charges of antitrust violations.

The Justice Department regards the firm's wish to do business in mobile communications as one that will threaten competition in that young industry, and possibly violate the Sherman Antitrust Act. It also believes that AT&T would then be challenging a January 1956 court decree in which the company was barred from doing business under those federal regulations which are without provision for antitrust measures [GOVERNMENT, Sept. 23.]

FCC Turns Down Brenner Bid

A three-year-old request to allow uhf stations to transmit aural signals with a fixed picture has been denied by the FCC. "To help compensate for the cost of many hours of otherwise unproductive transmission," Joseph Brenner in April 1954 asked the Commission to permit uhf stations to transmit sponsored music together with fixed images.

In denying the request, the Commission stated that the "use of a tv station merely as an aural or quasi-tv station would not serve the public interest." Present rules prohibit, with certain exceptions, tv stations from making aural transmissions unless the aural and visual signals comprise an integral part of a program or announcement and have a substantial relationship with each other.

Broadcast Bureau Gets New Power

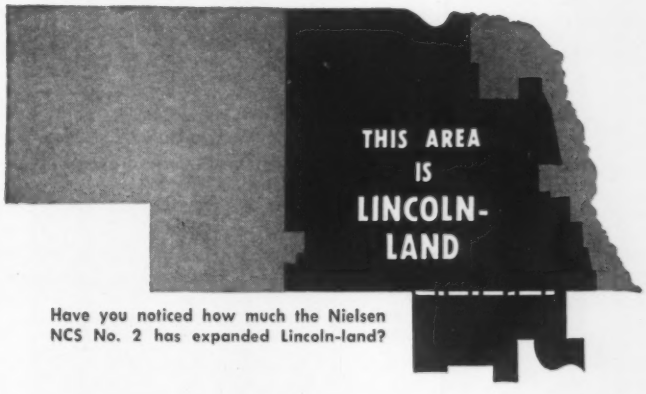
The FCC has extended the authority of the chief of its Broadcast Bureau to remove construction permits from those failing to comply with Commission rules.

The bureau chief may declare the permits forfeited if station is not built within the time authorized, or within such further time as the Commission may have allowed, or if an application for extension has not been filed in a timely manner.

MEN

Amazing discovery for time buyers in important Fresno and San Joaquin Valley market is that #1 station (KJEO-TV, Fresno) takes all strain, pain, hurry, worry out of buying yet consistently does job best. Consult with your Branham man for further details. We guarantee you'll save energy . . . get more for your money on KJEO-TV Fresno. ACT TODAY!

ARE YOU HALF-COVERED IN NEBRASKA'S OTHER BIG MARKET?



Have you noticed how much the Nielsen NCS No. 2 has expanded Lincoln-land?

ARB SURVEY — LINCOLN-BEATRICE MARKET
June 9-15, 1957 — 8:30-10:00 P.M.

This special ARB Survey of the Lincoln-Beatrice market was made at the request of an important national advertiser. It shows that in EASTERN Lincoln-Land alone, KOLN-TV gets more than *twice as many viewers* as the leading Omaha station!

	Rating	Share
KOLN-TV	29.5	57.0
Station B	12.5	24.2
Station C	9.5	18.4
Others	.2	.4

KOLN-TV covers Lincoln-Land — a 69-county market that is farther removed from Omaha than South Bend is from Fort Wayne . . . or Hartford is from Providence.

Lincoln-Land has 296,200* families with 191,710* TV sets. *All* surveys show that KOLN-TV dominates this audience.

Get all the facts on KOLN-TV, the Official CBS Outlet for South Central Nebraska and Northern Kansas. Ask Avery-Knodel!

*See NCS No. 2

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

AM - TV - FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

WDBJ

for 33 years

OUTSTANDING

in

ROANOKE

and Western Virginia

RADIO

by any measurement!

According to N. C. S. No. 2, WDBJ has more than TWO TIMES the DAILY N. C. S. Circulation of Station "B"; more than THREE TIMES the circulations of Stations "C" and "D".

In the latest Roanoke Metropolitan Area Pulse Report. WDBJ has a 47% share of total morning audience, 43% share of total afternoon audience, and 38% share of total evening audience. Tune-in same periods is high: 21.6, 23.8, 18.8. All figures are Monday through Friday averages.

Ask your Peters, Griffin, Woodward "Colonel".

WDBJ

AM • 960 Kc. • 5000 watts

FM • 94.9 Mc. • 14,600 watts

ROANOKE, VIRGINIA

U. S. Income Up 7% In '56—Commerce

Residents of all 48 states had more money to spend in 1956 than the year before—$324 billion against $303 billion—an increase of 7% for the nation as a whole.

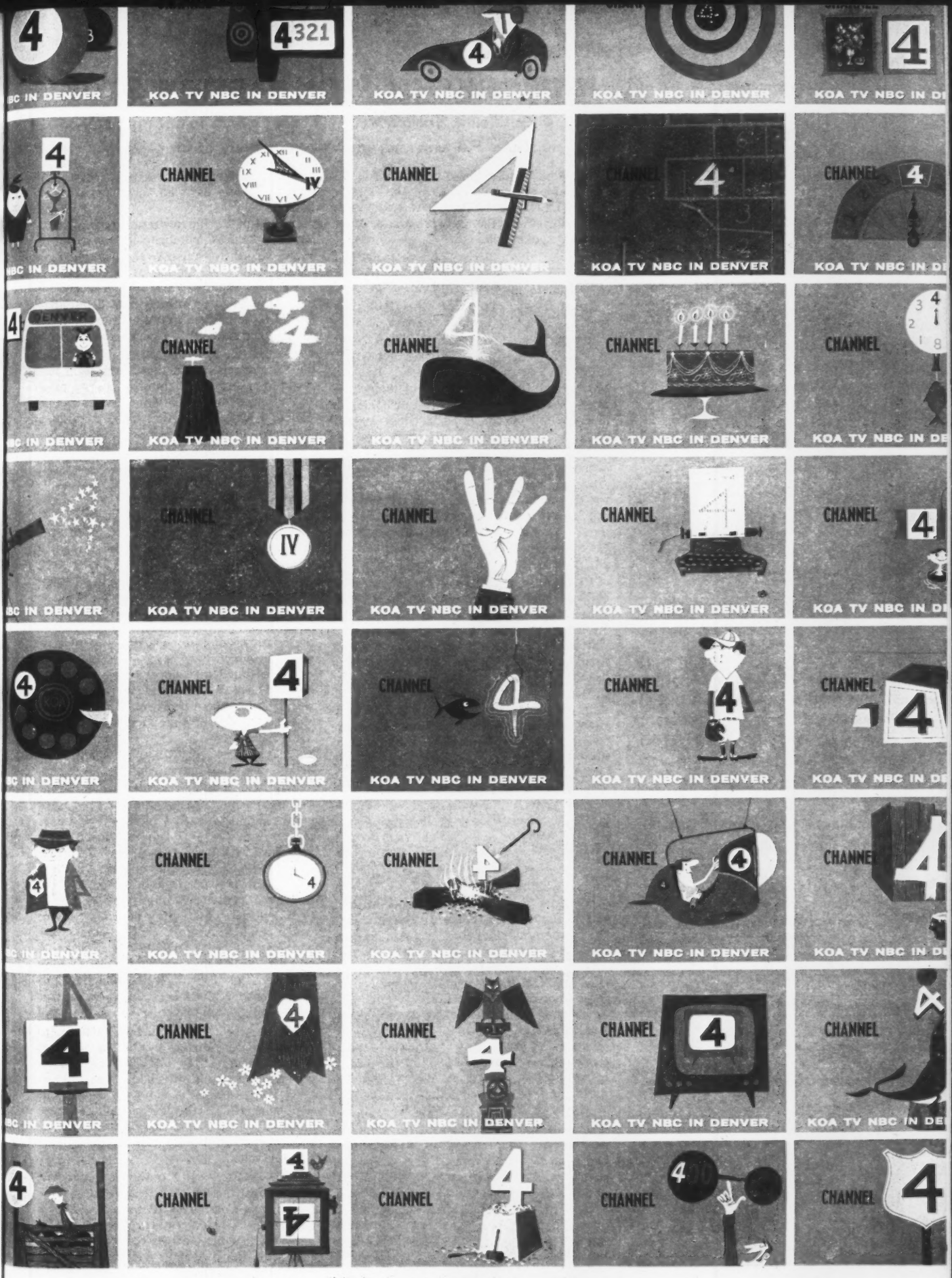
Largest regional gains, 8%, appeared in the Far West and Rocky Mountain areas, according to a personal income analysis by the U. S. Dept. of Commerce. New England, Mideast, Southeast and Southwest gains for 1956 matched the national 7% increase.

By states the largest increases in total personal income were in Delaware (14%), Arizona (12%) and Florida (11%). These states have been leaders in income gains for the last decade. Other states making exceptional showings were West Virginia (11%) where the coal mining situation improved and Idaho (11%) where farm income gains were supported by improvement in mining, manufacturing and construction. Louisiana's 10% increase over 1955 was due to nonfarm income expansion.

Per capita personal income ranged from $2,858 in Delaware to $964 in Mississippi. Other high-ranking areas were Connecticut, New Jersey, California, Nevada, New York, Illinois and District of Columbia. Relative increases in per capita were better than the national average in New England and the Mideast.

Following are estimates of total and per capita personal income by regions and states for 1955 and 1956:

	TOTAL PERSONAL INCOME			PER CAPITA PERSONAL INCOME		
	Amount (millions of dollars)		Per cent change, 1955 to 1956	Amount (dollars)		Per cent change, 1955 to 1956
	1955	1956		1955	1956	
United States	**303,268**	**324,281**	**7**	**1,846**	**1,940**	**5**
New England	**20,006**	**21,385**	**7**	**2,080**	**2,202**	**6**
MAINE	1,439	1,517	5	1,588	1,667	5
NEW HAMPSHIRE	955	1,015	6	1,727	1,812	5
VERMONT	571	607	6	1,543	1,641	6
MASSACHUSETTS	9,950	10,614	7	2,085	2,206	6
RHODE ISLAND	1,583	1,666	5	1,938	2,012	4
CONNECTICUT	5,508	5,966	8	2,504	2,673	7
Mideast	**77,363**	**83,119**	**7**	**2,135**	**2,268**	**6**
NEW YORK	36,112	38,784	7	2,254	2,395	6
NEW JERSEY	12,242	13,202	8	2,299	2,443	6
PENNSYLVANIA	20,583	22,020	7	1,889	2,008	6
DELAWARE	1,005	1,149	14	2,577	2,858	11
MARYLAND	5,421	5,911	9	1,976	2,102	6
DIST. OF COL.	2,000	2,053	3	2,334	2,371	2
Great Lakes	**69,520**	**73,874**	**6**	**2,069**	**2,159**	**4**
MICHIGAN	15,617	16,206	4	2,132	2,156	1
OHIO	18,376	19,594	7	2,054	2,154	5
INDIANA	8,147	8,586	5	1,882	1,946	3
ILLINOIS	20,865	22,472	8	2,243	2,383	6
WISCONSIN	6,515	7,016	8	1,760	1,864	6
Plains	**24,344**	**25,583**	**5**	**1,640**	**1,699**	**4**
MINNESOTA	5,344	5,657	6	1,675	1,745	4
IOWA	4,219	4,445	5	1,580	1,651	4
MISSOURI	7,502	7,904	5	1,786	1,858	4
NORTH DAKOTA	866	897	4	1,347	1,365	1
SOUTH DAKOTA	855	926	8	1,252	1,330	6
NEBRASKA	2,161	2,246	4	1,550	1,588	2
KANSAS	3,397	3,508	3	1,649	1,668	1
Southeast	**46,643**	**49,873**	**7**	**1,301**	**1,368**	**5**
VIRGINIA	5,536	6,012	9	1,547	1,647	6
WEST VIRGINIA	2,546	2,815	11	1,283	1,420	11
KENTUCKY	3,755	3,995	6	1,247	1,324	6
TENNESSEE	4,317	4,566	6	1,264	1,317	4
NORTH CAROLINA	5,446	5,770	6	1,254	1,305	4
SOUTH CAROLINA	2,579	2,665	3	1,117	1,133	1
GEORGIA	4,899	5,196	6	1,338	1,400	5
FLORIDA	5,963	6,641	11	1,666	1,762	6
ALABAMA	3,686	3,854	5	1,185	1,229	4
MISSISSIPPI	2,042	2,047	0	957	964	1
LOUISIANA	3,944	4,338	10	1,344	1,444	7
ARKANSAS	1,930	1,974	2	1,071	1,088	2
Southwest	**20,243**	**21,569**	**7**	**1,587**	**1,655**	**4**
OKLAHOMA	3,312	3,491	5	1,499	1,561	4
TEXAS	14,179	15,044	6	1,621	1,686	4
NEW MEXICO	1,129	1,218	8	1,424	1,494	5
ARIZONA	1,623	1,816	12	1,612	1,718	7
Rocky Mountain	**6,591**	**7,111**	**8**	**1,691**	**1,774**	**5**
MONTANA	1,141	1,188	4	1,814	1,862	3
IDAHO	897	992	11	1,466	1,587	8
WYOMING	562	602	7	1,801	1,875	4
COLORADO	2,756	3,003	9	1,782	1,863	5
UTAH	1,235	1,326	7	1,550	1,633	5
Far West	**38,558**	**41,767**	**8**	**2,205**	**2,312**	**5**
WASHINGTON	5,161	5,392	4	1,980	2,022	2
OREGON	3,073	3,278	7	1,824	1,908	5
NEVADA	576	596	3	2,451	2,413	−2
CALIFORNIA	29,748	32,501	9	2,295	2,419	5
Territory of Hawaii	**946**	**1,016**	**7**	**1,720**	**1,773**	**3**



Wherever you look in Denver . . . there's **4**

KOA-TV
NBC SPOT SALES

PIMITEOUI*
NOW TOPS
82 MAJOR
TV MARKETS
WITH 30.4
SETS-IN-USE
SCORE!
*OLD INDIAN WORD FOR PEORIA AREA
MEANING "LAND OF PLENTY"

Your commercials have greater **impact** on the Peoria area (Illinois' 2nd big market) than on New York, Chicago, Los Angeles, Philadelphia, St. Louis, San Francisco or 76 other big TV market areas! Sets-in-use actually **average** 30.4% — sign-on to sign-off — one of the nation's most phenomenal ratings! (ARB Jan., Feb., Mar., '57)

And in the Peoria area, one station has the top programs, the top power (500,000 watts), the top tower (660 feet) and the top ratings:

	AVERAGE RATINGS		QUARTER-HOUR DOMINATION	
	WTVH	Station B	WTVH	Station B
Morning	9.1	7.2	71	38
Afternoon	12.1	11.2	87	75
Evening	30.1	21.5	133	33

(ARB 3/57)

abc
WTVH
CHANNEL 19
PEORIA, ILLINOIS
affiliated with PEORIA JOURNAL STAR
EDW. PETRY & CO.
NATIONAL REPS.

NETWORKS MUM ON BARROW STUDY

- **But Celler, Bricker, KTTV (TV) speak their minds promptly**
- **Three FCC commissioners deep in study of proposals**

The loudest noise heard last week following the long-awaited release of the Barrow report [LEAD STORY, Oct. 7] was the complete silence of the networks and other industry spokesmen.

In fact, the official "no comment" of ABC and NBC—with not even that much of a statement from CBS—was so conspicious it was compared to a deafening roar, both on Capitol Hill and elsewhere.

On the other hand, Rep. Emanuel Celler (D-N. Y.), Sen. John Bricker (R-Ohio) and KTTV (TV) Los Angeles (Richard Moore), all outspoken critics of many network practices, were equally outspoken in their praise of the report. Chairmen of the two congressional Interstate & Foreign Commerce Committees, Sen. Warren Magnuson (D-Wash.) and Rep. Oren Harris (D-Ark.), could not be reached last week for comment. However, Rep. Harris' office said that he is expected to discuss the Barrow report when he addresses the Memphis NARTB regional meeting Oct. 24.

Rep. Celler, chairman of the House Judiciary Committee and its Antitrust Subcommittee, warned the FCC that "our Antitrust Subcommittee will maintain a watchful eye on all developments in order to help insure" that the Commission takes "prompt action" on the Barrow recommendations. "It is significant," he said, "that the Barrow group . . . has independently reached conclusions concerning restrictive practices [network option time, must-buys and multiple ownership of stations] in television broadcasting which are similar in material respects to findings previously arrived at separately by the House Antitrust Subcommittee [Celler report] and by the staff of the Senate Interstate & Foreign Commerce Committee [Cox report].

"Also buttressed by the Barrow report," Mr. Celler said, are the recommendations by the two congressional groups designed to promote competition in television by amending the Commission's first-call rule and to "provide the maximum amount of publicity for the networks' affiliation arrangements with their stations. The unanimity of the findings of three separate impartial groups . . . makes it imperative" that the FCC consider "carefully, objectively and without delay each of the recommendations contained in the Barrow report and take prompt action thereon."

The congressman felt that "a salutary first step" has been taken by the Commission in the appointment of a permanent Office of Network Study. "This permanent staff should undertake various studies left undone by the Barrow group," he said. "These include studies showing the effect on competition of (1) network talent contracts, (2) the relationship of network non-broadcasting activities to their television broadcasting operations, (3) joint activities of radio and television networks and (4) joint ownership of radio and television stations."

In light of the Barrow report recommending that the FCC complete its investigation of AT&T tv transmission charges and regulations governing the use of private microwave relay stations, "any further delay by the Commission in making final determination of these matters would be inexcusable," Rep. Celler stated.

He also felt that it is "all too clear" from the Barrow report that the Commission has failed to enforce its chain broadcasting rules and to keep abreast of industry practices. "There is little doubt that these conditions have resulted in part from the informality . . . that has characterized the relationship between the Commission and the television industry," Rep. Celler stated.

"It is to be regretted that the Barrow group omitted from its study the relationship between sale to the advertiser of network programs and access by the advertiser to preferred viewer hours," Mr. Celler said, but made it plain this was not to be construed as a criticism of the report. "Such examination is necessary in view of widespread allegations that the network tie the sale of preferred viewing hours to the sale of programs in which they have a financial interest." He stated that since three years have elapsed since the Justice Dept. began an investigation of these charges, "it will be necessary for our subcommittee to determine the reasons for the apparent inordinate delay by the Dept. of Justice in resolving these highly important questions."

Sen. Bricker said that "this report points out clearly practices tending toward dangerous monopolies that have grown up in the tv industry and submits constructive suggestions for legislation and regulation. It agrees with my long standing contention that the several networks must be brought under the regulatory authority of the FCC." [Sen. Bricker is the author of a bill (S 376) which would require the FCC to license networks and in April 1956, he issued a report on what he termed two-network domination of television. Previously confidential network financial data was used by Sen. Bricker in compiling the report.]

"I am asking Chairman Magnuson to schedule early hearings by the Senate Commerce Committee [Sen. Bricker is the ranking Republican on the committee] to receive any additional testimony . . ." on this and other bills currently pending before Congress which would carry out the recommendations of the Barrow report, Sen. Bricker stated.

KTTV's President Moore was a star witness against the networks before the Senate Commerce Committee in March 1956. A statement to BROADCASTING by KTTV agreed with "many of the recommendations which the Barrow report contains" and said the significant fact is "that these are the

What's George P. Hollingbery up to now?

Our favorite "Steeple George" is having himself a bird's eye view of the WHIO-TV coverage area. Most of all, he's impressed by what he *can't* see.

Even from his lofty perch atop our 1104 ft. tower, most of our coverage area is over the horizon. Only a few of the 747,640 TV homes are in sight. Most of the 41 counties in 3 states can't be seen. And, George hasn't spotted a nickel of the $3,361,973,000 spent for retail purchases within selling-reach of our signal.

But George knows they're all there. He knows too that Pulse consistently credits WHIO-TV with 13, 14, or even 15 of the top 15 weekly shows*. He knows that ARB gives us 7 out of 10.

In short—whether he can see them all or not—George P. Hollingbery has all the important facts about the midwest's best TV buy. When he comes down to earth ask him for further details.

*August Pulse—First 15 once-a-week shows!

CHANNEL 7 DAYTON, OHIO

whio-tv
CBS

One of America's great area stations

ECONOMIST HEADS NETWORK STUDY OFFICE

In appointing Warren C. Baum as chief of the newly established Office of Network Study, the FCC has recognized one of the newer professions—economic intelligence. Mr. Baum, a Harvard Ph.D, spent the war years in the cloak-and-dagger Office of Strategic Services, was attached to the State Dept.'s office of intelligence research, and at one time was assistant chief of the European regional staff of the Mutual Security Agency.

Yet, the 35-year-old professional economist looks more like a college professor. His demeanor is the quiet, bookish attitude of the academic man.

The Office of Network Study came into being after Oct. 3 when the network Study Staff submitted its 1,400-page, two-volume report on network practices and recommendations and went out of existence [LEAD STORY, Oct. 7]. Its function is to serve as a staff office to the Commission and its Network Committee in evaluating the network report.

In about 30 days the Office of Network Study will be moving from its present first floor offices in the Post Office Building to three sixth floor offices (Rms. 6412-16-20). The staff comprises three senior professionals—Mr. Baum and attorneys Ashbrook P. Bryant and James F. Tierney. The network study group will run at an annual budget of about $35,000 for the professional members and about $25,000 more for secretarial and housekeeping expenses, plus possible consulting fees for Dean Roscoe L. Barrow, director of the study; Dr. Louis H. Mayo, executive secretary of the study, and others who might be called back for duty.

Twelve, "confidential" filing cabinets bulge with a two-year accumulation of financial and business practices data from all segments of the television broadcasting industry. This is the raw material from which the network report was written. The Office of Network Study, among other things, will be responsible for completing the report on programming, which was not included in the network report.

Mr. Baum—or Dr. Baum to give him his proper title—was born in New York City in 1922. He was graduated from Columbia College, there, in 1942, receiving an AB degree with honors in economics, statistics and French. At Columbia he made Phi Beta Kappa, national honorary scholastic fraternity. After World War II he returned to academic halls to receive from Harvard U. an MA and an MPA (Master of Public Administration) in 1948 and a PH. D a year later. His doctorate was a study of competition in the American tobacco industry. At Harvard, Mr. Baum was president of the student council of the Graduate School of Public Administration.

After service in OSS (as an Army first lieutenant) and the State Dept. and upon receiving his graduate degrees at Harvard, Mr. Baum joined the Economic Cooperation Administration and was with its successor MSA. In 1953 he joined the RAND Corp., a private organization which handles operational research primarily for the Air Force, as an economist. He was appointed to the FCC's Network Study staff in 1955, and made chief of the Office of Network Study (which is detailed as part of the Commission's Broadcast Bureau) two weeks ago. He remains a consultant to the RAND Corp.

Mr. Baum lives in Silver Spring, Md., a Washington suburb, with his wife and two daughters (7 and 9). He is a member of the American Economic Assn. and is active in Montgomery County civic affairs. For relaxation, he participates regularly in square dancing and is a year-round tennis player.

thoughtful judgments of men of integrity and professional skill who had access to all the facts and no motivation except the public interest."

"The structure and practices of the television industry have long needed the benefit of objective appraisal by disinterested observers. Now we have such an appraisal based on truly total information about our industry, furnished by the industry itself," KTTV stated.

Meanwhile, intensive reading of the Barrow report continues at the FCC.

The Commission's network committee (Chairman John C. Doerfer, Comrs. Rosel H. Hyde and Robert T. Bartley) have been digesting the 7-in. thick document ever since they received it Oct. 3. One of them explained that he has skimmed it and is now about one-fourth of the way through a careful, detailed reading.

It is this committee of three which will prepare recommendations for submission to the entire Commission. Its proposals could range from outright acceptance of the whole report to a strong affirmation in the unchanged continuance of present regulations.

From a practical standpoint, it is pretty sure that the three commissioners will evaluate the report and propose that the Commission take action on some of the major changes recommended by Dean Barrow and his staff.

If the Commission as a whole agrees, rule-making proposals will then be issued—calling for comments, reply comments, and possibly, setting dates for oral argument.

Following formal proceedings, it will be up to the entire Commission to issue a final decision. Undoubtedly if the revisions are of major consequence to the networks, an appeal to the courts will follow.

One of the reasons why some sort of action is expected before the year is up is that the Senate Commerce Committee asked the FCC earlier this year to let it know within 90 days after the Barrow report was issued what the Commission proposed to do.

Although there is some thought that this requires the Commission to take some special action by then, it is felt by FCC officials that this command can be met by advising the Senate committee of interim moves—such as the recommendations of the Commission network committee to the Commission *en banc*.

ABN Says It Opposes Vertical, Horizontal Fm Polarization

The American Broadcasting Network has told the FCC that while the network encourages the continued growth of automobile radio reception, it "opposes any change in the rules which would permit either vertical or horizontal polarization by fm broadcasting systems."

Such an amendment to FCC rules was proposed last spring by James C. McNary, consulting engineer. It could lead to more efficient reception by conventional auto antennas, according to Mr. McNary.

ABN said it is against the proposal because present rules permit circular or elliptical polarization so it is possible for fm outlets to broadcast vertically. ABN said it is not desirable to permit radiation of either vertically or horizontally polarized waves.

Smith Electronics Inc., Cleveland, was also against the idea for much the same reasons.

The Steinman (fm) Stations (WGAL-FM Lancaster, WRAK-FM Williamsport, WEST-FM Easton, all Pennsylvania, and WDEL-FM Wilmington, Del.) favored the proposal or otherwise endorsed the change. So did WPTF-FM Raleigh, N. Y., KTTS-FM Springfield, Mo., and WJAC-FM Johnstown, Pa.

FTC Sets New Attempt to Define Standards for Hi-Fi Equipment

A two-year effort to define high fidelity has been resumed by the government. Both industry and government failed before when they tackled the question of standards for hi-fi equipment. But the Federal Trade Commission's bureau of investigation is going into the question again.

H. Paul Butz, attorney handling the matter for the FTC, has started contacting industry representatives. But chances that the matter will take any form in the foreseeable future are poor, according to Mr. Butz. Establishment of trade practice rules or advertising guides require long sessions of conferences and hearings between industry and government. Once established, the rules are regarded as interpretations of the law, and industries in interstate commerce are expected to conform.

NTA Said Planning Overhaul Of WAAT-WATV (TV) Operations

National Telefilm Assoc. last week was reported to be formulating plans for overhauling the programming and sales structures of WAAT-AM-TV and WATV (TV) Newark, N. J., following NTA's purchase of the stations Oct. 4 [AT DEADLINE, Oct. 7].

The estimated purchase price at the time of announcement of the transaction was set at $3.5 million, but last week NTA confirmed that the ultimate price may reach almost $4.5 million. Under the agreement, NTA will assume obligations of WATV (TV) amounting to almost $1 million, largely money owed to NTA for leasing of 20th Century-Fox features. NTA also will pay the sellers $2.5 million over a period of seven years, plus $1 million "out of profits" from future operation of the stations.

Although NTA officials declined to reveal their plans for the stations because FCC approval still must be obtained, it was learned that the company's thinking is to make the radio-tv outlets "more community-minded" and have them operate on a so-called "counterpoint" concept. The latter approach is to have the stations program in a way completely different from other stations in the area at a given time—that is, if competing stations are appealing to children in a certain period, the NTA stations will slant programs to adults. It is reported that WATV (TV) will attempt to achieve a balance between live and film programming, with NTA realizing that "community-mindedness" can be accomplished largely through live shows. It is believed that WAAT programming will be overhauled to provide more service programming, such as news, weather and traffic information.

Broadcaster McCaw Spearheading National League Club in Seattle

J. Elroy McCaw, radio-tv station operator, is active in a Seattle group looking into the location of a National League baseball franchise in the Pacific Northwest city. The idea was endorsed by Walter O'Malley, head of the Brooklyn Dodgers, in a letter to Mr. McCaw. The Dodgers executive proposed expansion of the National League to 10 clubs, with franchises going to Seattle and Minneapolis.

Mr. O'Malley and Horace Stoneham, president of the New York Giants, said the shift of two league clubs to San Francisco and Los Angeles will make a third west coast team desirable.

Mr. McCaw is owner of KTVW (TV) Seattle-Tacoma, with the station carrying home games of the Seattle Rainiers. He also has interests in other tv and radio stations, and is owner of the Seattle Americans professional hockey club. He said the National League plan has stirred intense interest in Seattle and has drawn endorsement of Washington Gov. Albert Rosellini and Seattle Mayor Gordon Clinton.

Mr. McCaw also is interested in developments of wired tv in the NorthWest.

BUSINESS was carried on as usual during the World Series, reports NBC Radio Spot Sales. Scorecards were placed on the attache cases of the company's salesmen to keep timebuyers posted on the latest game scores. Above, Jack Price (l), NBC Radio Spot Sales, discusses business with Arthur Topol, Donahue & Coe Inc., after hearing the score on a portable radio which was tuned to NBC.

WHDH-TV Target Date Delayed

WHDH-TV Boston (ch. 5) will begin operating the week of Nov. 17, about two weeks later than planned, Vice President William B. McGrath said last week. Several sections of the transmitter tower being constructed by RCA were damaged, causing the delay.

HELP WANTED!

NTA MEMO

Date October 14th, 1957

TO: TOP SALES PERSONNEL IN THE INDUSTRY

FROM: HAROLD GOLDMAN

RE: BETTER OPPORTUNITIES FOR YOU!

In a few short years, NTA has become one of the leaders in the distribution of films for TV.

In keeping with this growth, we now have major plans for expansion in the immediate future.

Our present sales force is composed of as fine a group of men as any organization is blessed with, but we need more of them for the important projects that lie ahead. As a result...

SIX IMPORTANT POSITIONS ARE TO BE FILLED IN OUR SALES ORGANIZATION.

Two of these positions are for men of especially major calibre, with experience not only in creative selling but in training and managing sales organizations.

One of these men will head up our national sales division. The second will function in our regular sales and distributing organization in an executive and managerial capacity.

In seeking to fill these posts, we can utilize only the very best, and it will save time and trouble for all concerned if only the very best will apply. We are prepared to give those selected the best deals they can obtain in television...with incentives and opportunities surpassing those they may have had until this tim

If you can qualify and if you're interested, please write me, telling me your background, present earnings, all other pertinent details, and enclosing a photograph, if possible.

If you are not afraid of hard work, in return for substantial salary and other incentives, please get in touch with me...by letter only.

Sincerely,

Harold Goldman

(signed) Harold Goldman
Executive Vice President, NTA
60 West 55th Street, New York 19, N. Y

ISADORE PIZITZ, president, Pizitz Department Store, Birmingham, signs a contract to buy all remaining newscasts on Bartell Group Station WYDE Birmingham, nearly 300 over a period of 16 weeks. Standing around Mr. Pizitz are (l to r) Ted Levite, general merchandising manager of the store; Morton J. Wagner, Bartell Group executive vice president and general manager of WAKE Atlanta and WYDE, and George Bush, Pizitz assistant merchandising manager.

Biederman Seeks Ship 'Colleges'

Les Biederman, operator of Paul Bunyan Network in Michigan and president of the board of trustees, Northwestern Michigan College, was conferring with government officials last week on a plan to use surplus ships as floating colleges. Mr. Biederman said he will ask support of educational foundations if a ship is made available. If the plan goes into operation, he said, 400 students could be given college work on one cruising vessel, which would visit foreign ports as part of the curriculum. He predicted the plan would help ease the present shortage of college facilities.

Revenue $9.9 Million, Up 12.3% For Meredith's Nine Stations

Meredith Publishing Co. and subsidiaries, in the company's annual statement, reports the "most successful year in our 55-year history" with revenue from its nine radio and tv stations alone increased 12.3%. The company, which also publishes homemaking and farming books and magazines, noted its broadcasting revenue was $9,971,000 of a total revenue of $53,072,000. Total revenue was reported up 9.5% over last year.

Meredith's earning per common share totaled $3.59, compared to $3.14 a year ago; dividends were $1.80, compared to $1.50 in 1956. Inventory of radio and tv plant and equipment showed the company had $6,437,583 invested in 1957, compared with $5,517,377 last year.

Meredith stations are WHEN-AM-TV Syracuse, N. Y.; WOW-AM-TV Omaha, Neb; KCMO-AM-FM-TV Kansas City, Mo., and KPHO-AM-TV Phoenix, Ariz.

$175,000, Not $17,500

A typographical error devalued the battery of electronic equipment being used by Peters, Griffin, Woodward Inc., as reported last week [STATIONS, Oct. 7], by approximately 90%. The story placed the value of the equipment at approximately $17,500. The correct figure is approximately $175,000.

WDEB, KJFJ Sales Announced

WDEB Gulfport, Miss. (1 kw daytime on 1390 kc), has been sold by Denver T. Brannen to John Caraway, electronics engineer, for $80,000. Mr. Brannen continues ownership of KCIL Houma, La., and has an application pending for FCC approval in purchases of WCOA Pensacola and WDLP Ocala, both Florida. Blackburn & Co. handled the sale.

KJFJ Webster City, Iowa (250 w on 1570 kc), has been sold by Charles V. Warren and wife to Don Treu and Glen Barnett, salesman and chief engineer, respectively, of KAYS Hays, Kan., for $55,000. The Warrens retain ownership of KSMN Mason City, Iowa. The sale was handled by Allen Kander & Co. and is subject to FCC approval.

McCoy Named Blair Executive V.P.

Arthur H. McCoy, vice president and national sales manager, has been named executive vice president of John Blair & Co., station representative, in an announcement being released today (Monday) by President John Blair.

MR. McCOY

Mr. McCoy, treasurer and sales manager of Avery-Knodel before he joined Blair as an account executive in April 1955, was elected a vice president and national sales manager last May. Before his Avery-Knodel connection, Mr. McCoy was an account executive for six years in the New York and Chicago offices of Free & Peters.

Four Broadcasters Visit RFE

Four broadcasting and advertising executives are among 60 prominent Americans currently on a 10-day inspection tour of Radio Free Europe broadcasting center facilities in Munich, Germany. The group left the U. S. Friday. It includes Donald H. McGannon, president of Westinghouse Broadcasting Co.; Robert Keim, account executive, Advertising Council; John Lyden, executive vice president, Ted Bates & Co., and Robert K. Richards, public relations counsel. Sponsored by Crusade for Freedom, the tour will include side trips behind the Iron Curtain in East Berlin and to SHAPE headquarters at Paris.

WICE

is now the

number 1

cost per thousand station

in Providence

Get out the slide rule, figure again . . . Providence is no longer an automatic buy because WICE is on the move! Up and up the ratings go in just eleven months of Elliot management. Do nothing 'til you see Hooper, July-September.

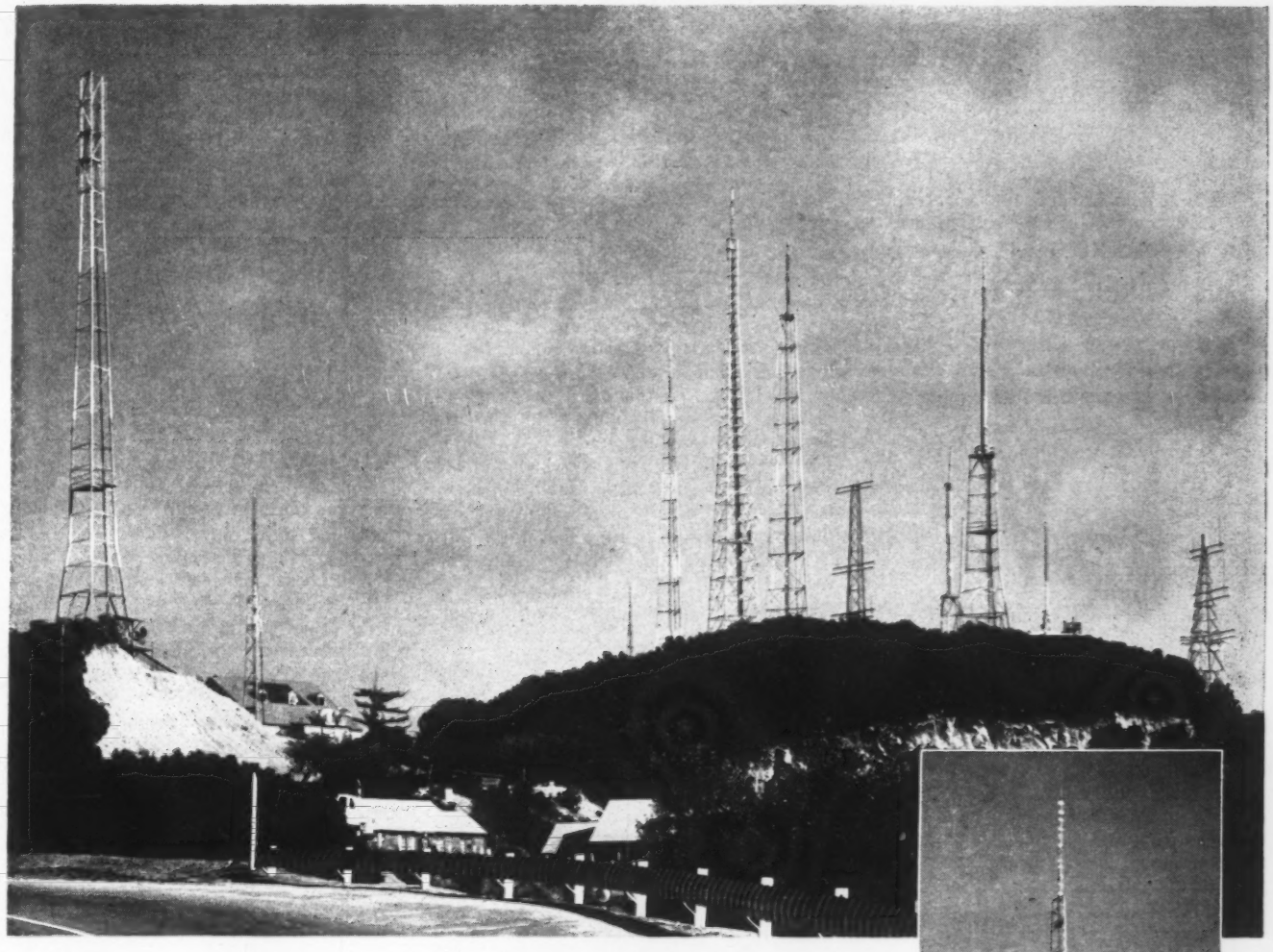
The ELLIOT STATIONS

great independents · good neighbors

TIM ELLIOT President

Akron, Ohio - WCUE / WICE - Providence, R. I.

National Representatives The John E. Pearson Co.



Five Ideco Towers take the punishment at nation's most rugged antenna farm

It's not always as peaceful as this on top of Mt. Wilson, 5,900 feet above Los Angeles, where Ideco towers serve 5 television stations.

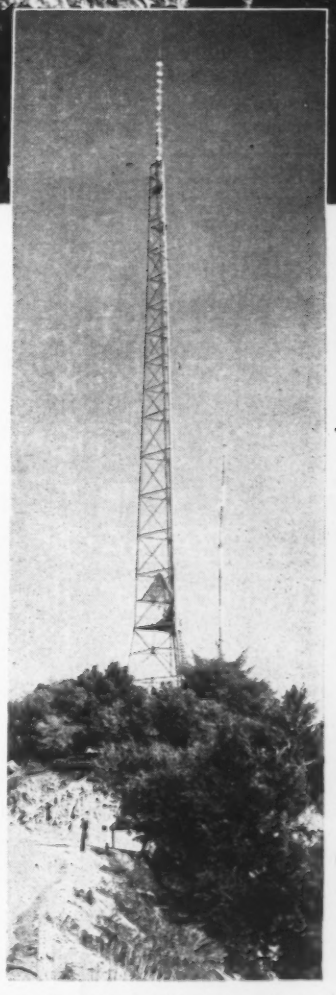
In the winter, loaded down with ice and hammered repeatedly with gale-force winds, these towers absorb some of the roughest punishment that towers take anywhere in the country.

Despite these extreme conditions the 5 Ideco towers have faithfully done their job for each of the 3 to 10 winters they've been in service.

Dependability like this is designed and fabricated into every Ideco tower. It's the unseen but essential factor contributed by the tower engineers at Dresser-Ideco from a background of knowledge unmatched in the industry.

You, too, can depend on Dresser-Ideco — all the way from early planning, on through to final inspection, your tower is in the industry's most experienced hands.

So when you start thinking about your new tower, start planning with Dresser-Ideco. Write us, or contact your nearest RCA Broadcast Equipment representative.



Designed for a 30-lb. wind load with 2" of radial ice, this 200' Ideco tower for KTTV atop Mt. Wilson supports a 6 bay channel 11 antenna.

DRESSER IDECO

DRESSER-IDECO COMPANY

One of the Dresser Industries

DEPT. T-12 COLUMBUS 8, OHIO

Branch: 8909 S. Vermont Ave., Los Angeles 44, California

FULL TREATMENT

Pre-empting all daytime programming last Monday, two Los Angeles tv stations, KTTV (TV) and KTLA (TV), moved cameras into the City Council chamber in City Hall to give complete coverage of the final day of debate over the city's offer to the Brooklyn Dodgers to move west to Los Angeles.

KRON-TV Places Second at Fair

The silver medal for second place in the California State Fair's contest for the year's best California tv program or series in any category was awarded to KRON-TV San Francisco for *Science in Action*, produced by California Academy of Sciences. This is the fourth award given KRON-TV by the fair in five years. It was previously reported [AWARDS, Oct. 7] that second place had been won by KPIX (TV) San Francisco.

WHP-TV Now One Megawatt

WHP-TV Harrisburg, Pa., ch. 55, CBS affiliate, began operations last month on one megawatt (one million watts). The station's new tower and antenna is situated on the Appalachian Trail and is 208 feet above ground.

DATELINES

Newsworthy News Coverage by Radio and Tv

The news that rocked the world late Oct. 4, when Sputnik was announced on its space-orbiting mission, led to a nationwide series of newscasts and interpretive programs that helped clear the American air in a weekend of confusion.

Networks and stations quickly fed taped recordings of the Russian beeps to their audiences and kept the country informed on latest Red Moon developments and their potential significance.

ABC-TV and American Broadcasting Network were among the first to put the news of the satellite on the air Oct. 4. Edward P. Morgan read a bulletin on his ABN program, 7-7:15 p.m., and the moon beeps followed later in the evening, according to the network. ABC-TV came on at 7:15 p.m. with John Daly describing the Sputnik developments.

All networks dotted their weekend schedules with scientific and human-interest features. NBC Radio's *Monitor* devoted five minutes out of every broadcast hour to developments, plus special interviews. CBS Newsfilm rounded up interviews with top U. S. and Russian scientists. Westinghouse Broadcasting Co.'s news bureau had an Oct. 6 documentary created by Rod MacLeish, Washington news chief, and James Snyder and Guy Harris, of KDKA Pittsburgh.

Here are some of the Sputnik coverage reports submitted to BROADCASTING:

CEDAR RAPIDS, IOWA—Collins Radio Co. equipment picked up signals at 1 a.m. Oct. 5 and KCRG-AM-TV tracked the satellite when it was within range.

CLEVELAND—WERE engineer Joe Zelle, on vacation, picked up Sputnik's beeps at 12:05 a.m. Oct. 5, taping the sound and driving to the station with the recording. Ken Courtright, WERE newsman, then put it on the air at 12:35 a.m.

OMAHA—KETV (TV) went on the air at 9 p.m. Oct. 5 with a full commentary based on interviews with local university professors, on-the-street interviews and a rocket-launching film. Eugene S. Thomas, KETV general manager, reported response was so enthusiastic that a follow-up commentary was produced. Austin Schneider, KETV news director, moderated the coverage. The Rev. John G. Auer, S.J., director of Creighton U. Observatory, commented that the world was not engaged in a "launching race" and added that the Russians "merely speeded up to beat the target date."

JACKSONVILLE, FLA.—WFGA-TV augmented its frequent news and beep features with a film interview in which a local astronomer told the audience how to sight Sputnik. Its cameras covered local hams as they tuned in the beeps.

ALLENTOWN, PA.—WSAN engineer Edward Bolez heard strange beeps early in the evening of Oct. 4 but didn't know their significance until news of the orbiting satellite was broadcast. He taped beeps for the WSAN audience.

NASHVILLE, TENN.—Joe Pentecost, WLAC-TV transmitter supervisor, picked up the satellite's beeps shortly after the Oct. 4 announcement. The signal was followed during the night and a tape suitable for broadcast was obtained early in the

ROYAL TV PURVEYOR

In the stack of invitations awaiting the arrival of England's Queen and Prince at the White House Oct. 17 will be one from WMAL-TV Washington inviting Her Majesty and His Royal Highness to see themselves on television. Elizabeth II also will be offered a look back through history at her predecessor, Elizabeth I. The royal bill planned for Saturday night, Oct. 19, will be led by Warner Bros.' "Elizabeth the Queen" with Errol Flynn and Bette Davis on *Safeway Theatre* at 10:30 p.m., followed at midnight by ABC-TV's film report of the coronation of Elizabeth II. Ted McDowell, program manager of WMAL-TV, conceived the special lineup and arranged with ABC-TV for release of the coronation footage.

IN the vanguard of a 135-car news corps for KFWB Hollywood are (l to r): Robert Hancock, general manager of Bryce Delivery, which is part of the volunteer news fleet; Robert M. Purcell, president and general manager of KFWB; Al Jarvis, KFWB disc jockey, and Ray M. Chaffee, vice president, Business & Professional Telephone Exchanges, which links the 135 volunteer stringers to the station (traffic and weather calls are relayed by BPTE to KFWB at no charge to the telephone customer). The cooperative arrangement between the mobile phone firm, its customers and KFWB means that KFWB has an average of 98 telephone-equipped vehicles moving through Southern California, giving direct broadcast reports 24 hours a day.

morning of Oct. 5. WSM-TV also tracked the beeps.

KANSAS CITY—WHB News Director Hugh Beder wasn't satisfied with wire stories so he phoned Radio Moscow Oct. 7. He talked 20 minutes with a Radio Moscow engineer, as WHB, a Storz station, recorded the conversation. The Russian gave many interesting comments and denied that Soviet troops were being trained for a flight to the moon. The report was fed to Storz stations.

WORCESTER, MASS.—W T A G-A M-F M transmitter engineer Doug Peterson picked up the satellite's beeps the morning of Oct. 5 and they were put on the air.

REXBURG, IDA.—Merrill Andrus, chief engineer of KRXK, was quoted by Associated Press as saying he picked up Sputnik signals in code. He jotted a page of numbers as messages came in every three minutes.

MILWAUKEE—National acclaim came to WTMJ-TV last week from baseball fans who liked the unusual camera angles in the station's coverage of the World Series games in Milwaukee. Most comment dealt with the shots from a telephoto lens 25 feet above the ground beyond the centerfield fence. The intimate look at pitcher and catcher gave the illusion that the viewer was standing in the middle of the diamond. It showed the dip, curve and hop as the ball crossed the plate. A ground-level camera in the stands almost directly behind home plate gave unusual shots.

Phil Laeser, radio-tv engineering manager, directed technical operations and a crew of 24 engineers was at the stadium for game telecasts. WTMJ-TV presented a number of special features, as did WTMJ radio, under the direction of Donald Loose and Sprague Vonier, respective WTMJ and WTMJ-TV program managers. The Milwaukee celebrating, after the final game, provided some of the livest programming in the city's history.

Whe-e-e . . . What An Impressive Uprising . . . Now

300,000 WATTS

ON CHANNEL 18 LEXINGTON, KENTUCKY

NOW 12½ times more powerful. . . . NOW reaching into 48 counties and covering a population of 968,700 with $1,178,700,000 spendable income and $689,720,000 retail sales. . . . NOW delivering more top network programs for a top audience. . . . NOW new equipment for the best in network color. . . . NOW offering advertisers more in Kentucky per dollar invested than any other Kentucky station! NOW, won't you join the many other national advertisers who make their buy on WLEX-TV?

WLEX-TV NBC ABC CBS

Represented nationally by The Bolling Company, Inc.
In the deep South by The Dora-Clayton Agency

THE
FAMILY
of
DENVER

Denver families buy the products and services they see advertised on KBTV because KBTV is the *only* Denver station programmed for the *entire* family . . . For the highest-rated *one-minute* availabilities, Daytime or Nighttime in Denver, see Peters, Griffin, Woodward, Inc. NOW!

KBTV
a 9
Denver's Family Station
John C. Mullins - President
Joe Herold - Station Manager

First Ampex VR-1,000 Expected in November

Complete interchangeability of video tapes among all production units and a means of editing the tapes without losing the synchronization pulses are among the new features included in the production model of the Ampex videotape recorder VR-1,000, a machine that records tv pictures and sound on magnetic tape.

First machine of the production model, priced at $46,000, is scheduled to be completed in November, Neal K. McNaughten, manager of the professional products division of Ampex Corp., said last week. Reporting a backlog of orders for more than 100 units, Mr. McNaughten said deliveries will be on schedule as anticipated earlier this year. He did not mention the strike that shut down production for a month this summer but his statement obviously was designed to allay fears by purchasers that they might have to wait longer than originally expected.

Ampex has made no public announcement of the new editing device but it has been discussed at scientific meetings. When questioned last week, a company spokesman said it is far enough along to be ready by November. Its main features are a simple visual process for locating exactly the place on the tape where the deletion is to be made and a splicing device that will do the job without losing the sync pulse that keeps picture and sound together.

In addition to the editing and the interchangeability of tapes, these production models also include an improved electronic layout allowing easy accessibility for maintenance; a new control panel design for maximum simplicity of operations and facilities for complete remote control of all operational functions of the machine, the company stated.

Preproduction prototypes of the Ampex video tape recorders were delivered to the major tv networks late in 1956 and early in 1957 and since then they have been in heavy use for delayed programming of network tv shows in black and white. Ampex, along with other organizations, is known to be working hard to perfect a recorder for color programs, but no progress report has been issued nor has any date been announced by any of them for the completion of this project.

Round Shadow-Mask Tube For Color in Production at RCA

Mass production of a new, round, glass shadow-mask-type picture tube for color television is underway at the Lancaster, Pa., plant of RCA electron tube division, it was announced by John B. Farese, manager, entertainment tube products.

"The tube (RCA-21CYP22), which utilizes a newly developed graded-hole shadow mask which permits increased light output from the screen, is capable of producing brilliant pictures in both full color and black-and-white measuring 19¼ by 15½ inches with a projected area of 261 square inches," Mr. Farese said.

At the same time the RCA semiconductor division announced new developments, according to Dr. A. M. Glover, general manager of the division. Six new machines have been developed which will increase production, facilitate assembly and reduce manufacturing costs of transistors. Also developed for marketing are eight junction transistors of the germanium p-n-p type intended primarily for use in compact entertainment-type receivers.

MANUFACTURING SHORTS

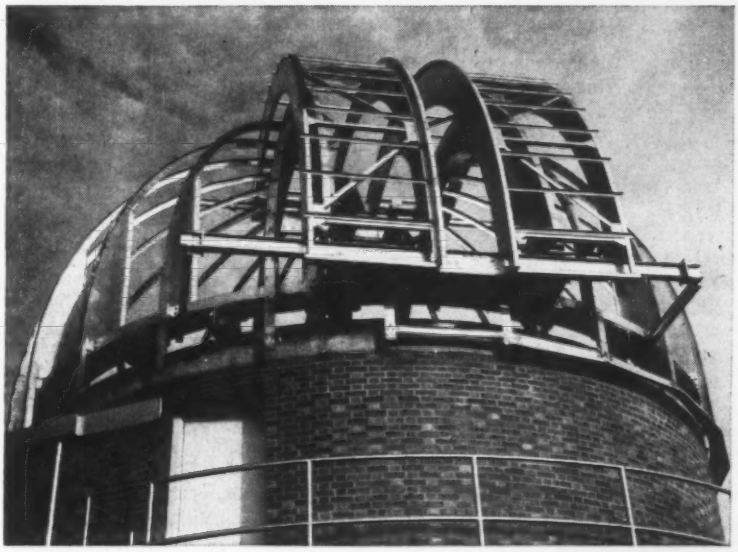
General Motors Corp. Oldsmobile Div.'s optional accessory, trans-portable radio [MANUFACTURING, Sept. 30], is all-transistor set with own speaker loop antenna and dry cell batteries, reportedly good for 160 playing hours. Installed, trans-portable fits into instrument panel—automatically plugging into car's electrical system—using its outside antenna and loud speaker. Developed by company's Delco radio division and Oldsmobile, set weighs less than three pounds, is 6½ inches long and is finished in leather-like plastic.

Sarkes Tarzian Inc., Bloomington, Ind., announces order for two long range microwave relay units from Alabama Educational Tv Commission.

Visual Electrics Corp., N. Y., announces availability of new Orth $aver unit to preserve and extend useful life of image orthicon tv camera tubes by reportedly eliminating both target and photo cathode "burn-in" through fully optical image orbiting. Visual Electronics claims its unit is "complete" and does not need accessory devices. Unit sells for $2,400.

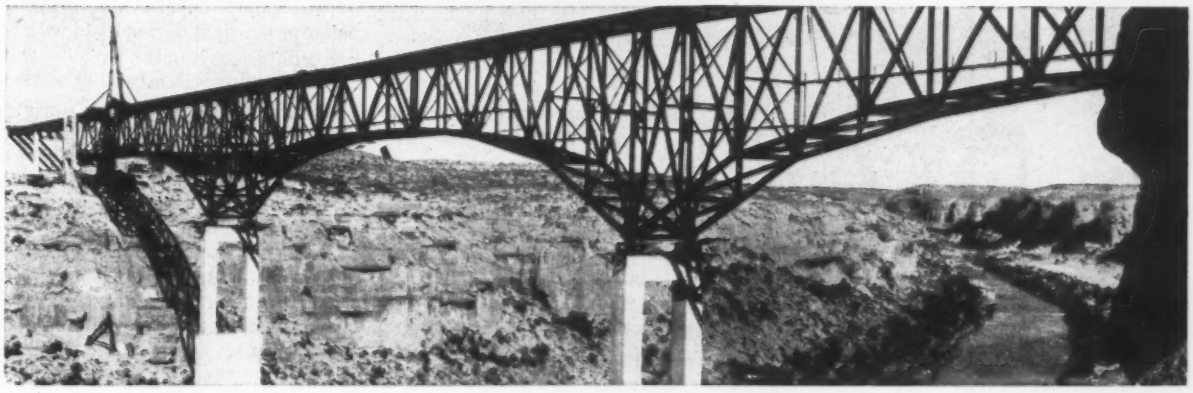
Eastman Kodak Co., Rochester, N. Y., announces Model 275 16 mm tv projector, for use with Vidicon-type camera in projecting film into a tv system. Using two 60-cycle, a-c synchronous motors to provide constant film speed and uniform application of light, with two additional motors to cool tungsten-lamp light source and drive take-up mechanism. Provision is made for addition of magnetic sound head for playback of magnetic sound tracked film and sound system terminates in transformer with taps to match standard impedance values. Model 275 is equipped with Kodak 4-inch f/1.5 projection Ektar lens and among other features there is stand-by projection lamp.

Only STEEL can do so many jobs so well



This Tanker Is Full of Gasoline. The tank trailer was loaded with 4,700 gallons of volatile gasoline when it overturned, skidded 15 feet, bounced off an abutment and snapped a light pole. The trailer was caved in, crushed and wrinkled, but not a drop of gasoline was spilled. Why? The tanker was made from USS COR-TEN Steel, a special high strength steel that is 1½ times as strong as standard carbon steel. Incidentally, the tanker was repaired and is now back in service. The owner expects to get eight more years of service out of it!

Observatory Skeleton. This is what an astronomical observatory looks like *before* the skin is applied. Naturally, all the important parts are made from steel. The dome is on rollers, and a small five-horsepower motor rotates it to any part of the sky. The shutters (through which the telescope looks) are opened with a one-horsepower motor. Why did they use steel? What other metal is so strong, so stable, or so easy to fabricate?



On the Famous Pecos River. This bridge soars across the Pecos River near Comstock, Texas. The country is still rough and forbidding, as it was when Wild West yarns made it famous. A flash flood wiped out the old bridge, so American Bridge Division of United States Steel erected this new one. Nobody knows more about building bridges.

UNITED STATES STEEL

American Bridge . . . American Steel & Wire and Cyclone Fence . . . Columbia-Geneva Steel
Consolidated Western Steel . . . Gerrard Steel Strapping . . . National Tube . . . Oil Well Supply
Tennessee Coal & Iron . . . United States Steel Homes . . . United States Steel Products
United States Steel Supply . . . **Divisions of United States Steel Corporation, Pittsburgh**
Union Supply Company · United States Steel Export Company · Universal Atlas Cement Company

"USS" and MAN-TEN are registered trademarks of United States Steel

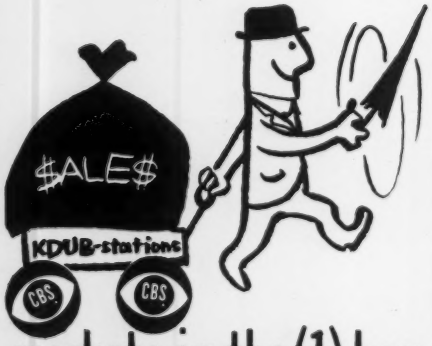
Watch the **United States Steel Hour** on TV every other Wednesday (10 p.m. Eastern time).

7-2403

we

have

three



markets in the (1) bag

West Texas Television Network

KDUB-TV, LUBBOCK, TEXAS

KPAR-TV, ABILENE-SWEETWATER

KEDY-TV, BIG SPRING, TEXAS

NATIONAL REPRESENTATIVES: THE BRANHAM COMPANY

President and Gen. Mgr., W. D. "DUB" ROGERS

National Sales Mgr. E. A. "Buzz" Hassett

Nicol Seeks Proxies From BMI Stockholders

Preparations were afoot last week for another attack on Broadcast Music Inc.—this one a frontal assault to be launched at the BMI stockholders' meeting in New York tomorrow (Tuesday).

Stockholders received letters from Alexander D. Nicol, president of R&T Music Inc. in Jersey City and one-time controller of BMI, soliciting proxies to vote their stock at the meeting. In his letter he raised four questions which, observers noted, reflect much the same type of sniping that BMI has undergone for years, most conspicuously from members of the American Society of Composers, Authors & Publishers [EDITORIAL, Sept. 9].

Mr. Nicol's questions: Why has BMI paid no dividends in the past 17 years? Why is BMI now under fire by House and Senate? Why are there $200 million in suits against BMI? Why should the chairman of the board of BMI [Sidney M. Kaye] and his law firm [Rosenman Goldmark Colin & Kaye] pay themselves "millions" of BMI dollars in salary and legal fees?

BMI officials declined to comment on Mr. Nicol's move.

It was reported, however, that since his departure from BMI some three years ago Mr. Nicol has been associated closely with Barney Young and Gloria Parker of Life Music Inc., who are plaintiffs in some $30 million in suits against BMI and who attempted to introduce anti-BMI resolutions at both the CBS and RCA board meetings earlier this year.

For at least part of these three years Mr. Nicol reportedly has shared offices with Mr. Young and Miss Parker. A call to Life Music (and Godell Music) Thursday afternoon elicited the information that Mr. Nicol had left the office, and Mr. Young, who was there, said he himself was not connected with the proxy solicitation and did not know what progress Mr. Nicol was making. The telephone company's information operator was unable to provide a number for Mr. Nicol's Jersey City firm.

In his letter to stockholders Mr. Nicol described himself as controller of BMI from 1950 to 1954 and also as a member of the RCA accounting department from 1925 to 1930, with the NBC controller's department from 1930 to 1941 and as controller of ABC from 1941 to 1949.

Columbia Records Names Miller As Director of Popular A&R

Mitch Miller, heretofore concerned chiefly with single records, has been appointed director of all Columbia Records' popular artists and repertoire, according to Goddard Lieberson, president. Mr. Miller now will direct coordination and supervision of popular albums, single records and country and western material.

Reporting to Mr. Miller will be George Avakian, director of popular albums, who will continue his present activities; Percy Faith, east coast musical director; Frank DeVol, west coast musical director; and Don Law, director of country and western artists and repertoire. Mr. DeVol was appointed to his post last week, replacing Paul Weston, resigned.

At the same time Mr. Lieberson announced effective Jan. 1, 1958, a conversion in Columbia Records distribution, involving establishment of factory branch operations in areas representing "60% of the country's total record sales potential," namely New York, Chicago and Los Angeles. This will make a total of 12 branch operations throughout the country.

"Our decision to initiate company-owned distribution reflects absolutely no criticism of our former independent distributors," said Mr. Lieberson, adding that there will be no disruption of operations with change of ownership—full present record sales department personnel will be retained by Columbia.

Headquarters of the new branches will be established in prime commercial locations. Company-designed displays in each center will serve as dealer display guides, according to plans. William Gallagher, Columbia field sales manager, will direct overall sales and promotion activities of the branches. Jack Loetz, manager of sales administration, will supervise administrative matters.

Milwaukee to Hear Opponents of Pay Tv

The Milwaukee Common Council on Thursday will continue its exploration of toll tv begun last Tuesday when representatives of Zenith Radio Corp., Tele Movie Development Co. and Skiatron Tv discussed plans to operate a system in Milwaukee. Opponents of toll tv in the city will have their turn this week.

Tuesday's hearing followed a veto by Mayor Frank Zeidler of a resolution adopted by the council the previous week, granting Skiatron the right to negotiate with Milwaukee utility companies for cooperation in installing closed circuit toll tv systems. This action had been erroneously reported as a grant of a toll tv franchise to Skiatron [PROGRAM SERVICE, Oct. 7]. Addressing the council at its Monday meeting, Mayor Zeidler said his veto does not represent any actual opposition to the idea of toll tv but he feels the subject should be investigated more thoroughly.

Alan Lane, Skiatron vice president in charge of operations, said that in presenting the original resolution to the common council, his company is merely "putting Milwaukee on notice that we'd like to get a system installed there and that if we could work out the details with Wisconsin Bell Telephone Co., we'd be back to request a city franchise."

In Los Angeles the city council is expected to set toll tv into motion this week by granting the non-exclusive franchises asked by Skiatron, International Telemeter Corp. jointly with Fox West Coast Theatres, and Harriscope Inc.

An agreement between Skiatron and the Brooklyn Dodgers, giving the toll tv firm exclusive rights to the baseball team's 1958 games, became a stimulus for Skiatron to

get its system installed in as many homes as possible by next April. When the city council approved the financial terms offered the Dodgers, this insured the club's move to Los Angeles next year. If the city franchises are granted, the next step will be to negotiate a contract with Pacific Telephone & Telegraph Co. for installation of cables to carry the toll tv programs from points of origin to the homes of subscribers.

The same situation applies in Oceanside, Calif., where Tele Movie's closed-circuit tv franchise became official Thursday, the end of the 60-day period following favorable action by the Los Angeles suburb. Harrison W. Hertzberg, attorney who has represented Tele Movie in its applications for closed-circuit toll tv franchises in some 50 communities throughout Southern California and elsewhere, including Milwaukee, said the company hopes to get into operation as quickly as possible but that the first step will, of necessity, be a contract with the telephone company. Tele Movie plans to install Telemeter coinbox decoders in the homes of subscribers in Oceanside and to make feature motion pictures the backbone of its program service.

GAC-TV Executives Realigned

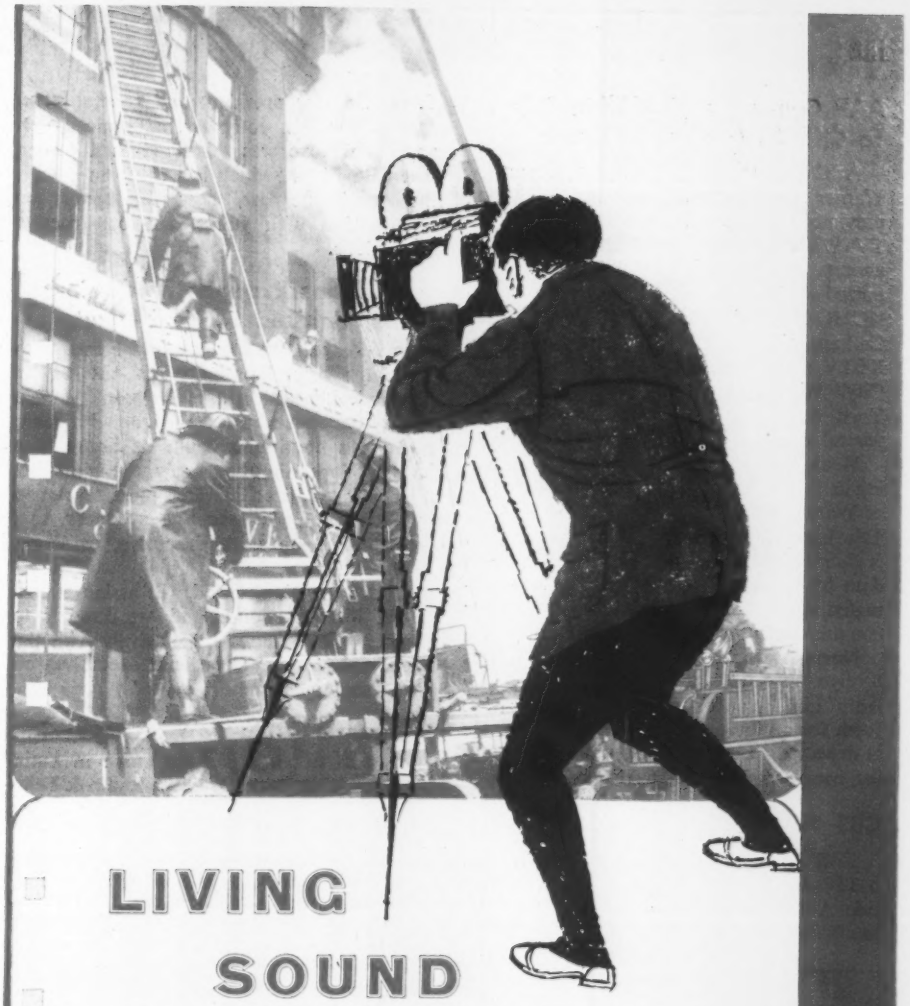
Executive appointments for GAC-TV Inc., New York talent management firm handling artists for various major network programs, have been announced by L. W. Kanaga, president of the parent firm, General Artists Corp. Milton W. Krasny, who continues as vice president of General Artists Corp., becomes president of GAC-TV. Harry Anger, with the parent firm in various capacities, becomes GAC-TV vice president and general manager. Thomas G. Rockwell, who has been president of GAC-TV, recently became board chairman of the parent firm.

TNT 9-Month Gross: $2.5 Million

Theatre Network Television Inc. grossed $2,471,215 during the nine months ended Sept. 30, it has been announced by Nathan L. Halpern, TNT president. The company provided closed-circuit television services during the period to such companies as General Motors Corp., Ford Motor Co., Chrysler Corp., General Electric Co., International Business Machines, NBC, AT&T and Westinghouse Bcstg. Co.

Audio Devices Honors Toscanini

Audio Devices Inc., New York, last week honored Walter Toscanini for "outstanding work . . . in preserving and helping prepare for release recordings of the NBC Symphony concerts conducted by his father, the late Maestro Arturo Toscanini." Mr. Toscanini was presented with the 100,000th reel of new "low-print-through" master magnetic tape during a reception in his honor arranged by Audio Devices. The tape, made by Audio Devices, is being used by Mr. Toscanini and his associates in the course of their editing of the Toscanini recordings.



LIVING SOUND

captured at last in TV spot news on

SOUNDCRAFT

16mm MAGNA-STRIPE RAW STOCK

You can now get Soundcraft Magna-Stripe (film with pre-applied magnetic sound track) in raw stock form! The availability of Magna-Stripe Raw Stock, and equipment for its use—now enables you easily to convert from optical to magnetic sound track—to achieve living sound for your TV spot news films! Only Soundcraft's Magna-Stripe provides *Oscar-winning oxide formulation!

Because optical developing processes cannot affect sound already recorded on Magna-Stripe, you can develop your films for maximum optical clarity. All the advantages of tape recording are yours with Magna-Stripe! First adopted in CBS-TV Newscasts—Magna-Stripe has won viewer and critic plaudits for "live" sound quality in spot news broadcasts. To learn how easily you can convert to Magna-Stripe Raw Stock ...write Soundcraft today!

*1953 Academy of Motion Picture Arts & Sciences Award

REEVES SOUNDCRAFT CORPORATION

10 E. 52nd St., New York 22, N. Y. • West Coast: 338 N. La Brea, L. A. 36, California

WORLD'S LEADING MANUFACTURER OF RECORDING FILMS

AAP Concludes $2 Million Sale To CKLW-TV Windsor-Detroit

A $2 million sale of the entire library of Warner features and cartoons (including previously purchased Popeyes) to CKLW-TV Windsor-Detroit highlighted new sales announced last week by AAP Inc. Also reported were sales of Warner cartoons to KCMO-TV Kansas City and to WCNY-TV Cathage-Watertown, N. Y., and Popeyes to KBTV (TV) Denver and WNEM-TV Bay City, Mich. In addition, WCBS-TV New York and WJAR-TV Providence bought several additional groups of features.

Meanwhile, AAP reported strides in selling its feature library overseas. A large group of Warner Bros. features were sold to ABC Television Ltd., Great Britain, making what is claimed to be the largest such purchase to date by British tv. AAP now has consummated major deals with each of the four commercial tv networks there.

Norman B. Katz, director of AAP's foreign operations, cabled the sales reports from London Monday just before setting forth for an annual trip to the Far East. He is expected to conclude a number of pending contracts in far eastern markets.

CBS Film Sales Adopts Tv Code

CBS Television Film Sales, New York, has become the first television producer outside Alliance of Television Film Producers to affiliate with the NARTB Tv Code, Leslie T. Harris, vice president and general manager of the film company, announced Friday. The move was described as a pledge that CBS Film, "which has conformed with the code in the past," now will support the organization with funds and constructive suggestions.

Guild Films Expands Production, Starts 'Unitized Service' Plan

In an expansion move, Guild Films commercial division announced it has set up production facilities in Hollywood, Mexico City, London and Puerto Rico, with main operations continuing from its home base in New York. Simultaneously, the launching of a new "unitized service" plan developed by Nox Lempert, executive producer, and Norm Alperin, sales executive, was announced.

Under the plan, Guild will assign a producer, director, editor and art director to work continuously and exclusively with the agency producer and account executives on each assignment.

Fremantle Adds Two in Expansion

As part of an expansion move in Latin America, Fremantle Overseas Radio & Television Inc., New York, distributor of tv film programming overseas, is announcing today (Monday) the addition of two executives to its Mexican subsidary, Fremantle Radio y Tv, S. A. Alex Duncan, formerly Mexican distributor for several British electronic companies, has been named administrative manager of the subsidiary, and Sean O'Donoghue, formerly a correspondent with the Associated Press, has been appointed an account executive. Rene Anselmo continues as manager of the subsidiary, concentrating on sales. Paul Talbot, Fremantle president, said headquarters for all Latin American operations now have been concentrated in Mexico City, whereas previously activities were directed from New York.

United Artists Corp. Forms Record, Music Subsidiaries

United Artists Corp., which recently announced it would diversify its tv activities beyond mere leasing of theatrical films to television [FILM, Sept. 23], last week diversified still further. According to UA President Arthur B. Krim, the company is forming two new, wholly-owned subsidiaries—United Artists Records Corp. and United Artists Music Corp. The record and music publishing companies will be headed by Max E. Youngstein, vice president of UA, who will continue as national director of advertising-publicity-exploitation.

UA has grown steadily since 1951 when the five-man management team (of which Mr. Youngstein was a member) took over the faltering company. At that time, UA grossed $20 million but lost money; in 1956, it grossed $65 million (of which $5 million was in tv film distribution) and earned a sizable profit. Earlier this year, UA stock was offered publicly for the first time.

Excursionists Raid 'Confederacy'

In a promotion gambit for its new *The Gray Ghost* half-hour syndicated film series dealing with the Civil War, CBS-TV Film Sales Tuesday held a bus tour of the battlefield area depicted in the series, known as "Mosby's Confederacy," for more than 40 executives of advertising agencies, advertisers, stations and trade and consumer publications. During the journey throughout north Virginia, Virgil C. (Pat) Jones, author of a book on which the series is based, lectured the group on points of interest. CBS-TV Film Sales has sold *The Gray Ghost*, based on the daring exploits of Col. John Mosby and his Raiders, in 115 markets with starting dates beginning this month. Regional sponsors include Colonial Stores in 15 southern markets; Habitant Stores in three New England markets; Welch grape juice in four western cities and Gunther beer in Baltimore and Harrisonburg, Va.

Lester 'Tales' in Production

Jerry Lester, star of the old *Broadway Open House* night series on NBC-TV, is filming a series of 5-minute shows, *Jerry's Tales*, based on a segment of the *Open House* format. The parodied *Tales* will be offered to stations as fillers, for insertion into feature films, sign-off spots or for general programming. Each show will have two lead-ins for commercial inserts. The series is being filmed at Lewis & Martin Films Inc., Chicago, for syndication by Marshall, Lee & Richards, radio-tv production firm. Negotiations currently are underway with distributors.

A good time is had by all

In fact there is no such thing as a bad time on WBNS Radio! Proof? Pulse clocks us first 315 out of 360 quarter hours 6 a.m. to midnight, Monday through Friday. The 1,707,400 folks in the rich Central Ohio market are willing to pay for their pleasures with $3,034,624,000.00. Buy WBNS Radio and be sure of a good time. Ask John Blair.

WBNS RADIO
COLUMBUS, OHIO

thanks for your enthusiasm

Your telegrams, letters and phone calls confirm that the new PRINTERS' INK is indeed BIG NEWS ON ADVERTISING STREET

You have more than fulfilled your pledge
of improved appearance, more interesting editorial
content, news and readability— V. P. and Advertising Manager

In 35 years of readership
no single issue has given me
the grand wallop of your new model— Executive Editor, consumer magazine

Your new improvements will help us do our job better— President, sales counselors

Dramatic evidence of better service
to all of us in marketing— Publisher, consumer magazine

...Breezy in presentation...easy to read...
meaty in content...every page alive— Editor, consumer magazine

Bright clean editorial layout...very readable service— Director of Advertising

...Editorial matter and excellent layouts
point to great maturity— Agency V. P.

The new PRINTERS' INK is a vital one...attention
attracting...easier and faster to read...I stopped
everything and went through it cover to cover— Publisher, consumer magazine

A real smash!
...particularly like "Advertising Week"
and Bill Jackson's column on television commercials— Account Executive, agency

Dramatic evidence of P.I.'s characteristic approach
toward even better service
to all of us in marketing— Publisher

Any business that steps ahead boldly,
even though the status quo seems adequate,
will never fall behind in its field— Agency Executive

The new P.I. is superb...
splendid improvement of
an already excellent publication— Vice President, research

As a 17-year subscriber,
I look forward to spending even more time
with one of my favorite magazines— Agency V. P.

Congratulations on the best face-lifting
since LIFE went king-size!— Agency Executive

Terrific...
I went through the book
cover to cover at one sitting— Public Relations Executive

Especially like "Advertising Week"...
so much useful news in easy-to-read
and organized form— Advertising Counselor

It's going to set
new records for PRINTERS' INK
...a grand old name, getting grander— Publisher

Bright...well constructed...
full of helpful ideas and information— Executive Secretary, publishers association

Congratulations!!!!
I almost spilled the coffee
when I saw this week's issue— Advertising Counsel

A very interesting evolution...
It will be interesting to see
what happens in 1958-9-60— Consultant to Advertising Agencies

This is one of my "musts" and your new format
impels a great deal more interest— Advertising Manager

It is certainly a bold departure...
looks very good to me— President, publishing company

Removing the cover ad was a bold step but inevitable
and I am delighted with the markedly
increased distance between covers.— Director of Market Research

PRINTERS' INK 205 EAST 42ND STREET, NEW YORK 17, NEW YORK

use
CHANNEL 4-SIGHT

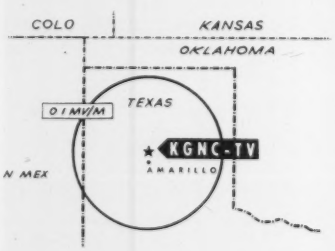
Yes . . . be wise! When you buy television in the great Golden Spread, use Channel 4-Sight.

Over 100,000 TV sets

Nearly $200,000,000 in Retail Sales

Power: Visual 100 KW
Aural 50 KW

Antenna Height 833' above the ground



KGNC-TV
CHANNEL 4
AMARILLO,
TEXAS

CONTACT
ANY
KATZ MAN

MR. BUNKER MR. JAMIESON MR. SHAKESPEARE MR. WALT

CBS-TV Appoints Bunker V.P.; Others Named in Changes

Edmund C. Bunker, general manager of CBS-owned WXIX (TV) Milwaukee, last week was named vice president and director of station relations for CBS-TV, replacing Edward P. Shurick, who has resigned to join Blair Tv as executive vice president. Mr. Bunker's appointment is effective immediately.

The change was announced by William B. Lodge, CBS-TV vice president of station relations and engineering, who also reported that Robert F. Jamieson, manager of CBS-TV sales service, has been elevated to the newly-created position of manager of station contacts. Mr. Jamieson will report to Carl Ward, national manager of station relations.

Mr. Bunker's replacement as general manager of WXIX will be Frank Shakespeare Jr., general sales manager since 1954 of CBS-owned WCBS-TV New York. His appointment is effective today (Monday). In turn, Mr. Shakespeare will be succeeded at CBS-TV by Norman E. Walt, an account executive for CBS-TV Spot Sales in New York.

Mr. Bunker began his broadcasting career at WCSC Charleston, S. C., while a student at Charleston College. He later served as an announcer with WTOC Savannah, Ga., and in sales posts with WIS Columbia, S. C., and with WCSC. From 1945-48 he was an account executive with Avery-Knodel, station representative, and from 1948-49 he served in a similar post with ABC Radio. He joined CBS-TV's sales department in 1949 and in 1952 was promoted to general sales manager of KNXT (TV) Hollywood and the Columbia Pacific Television Network. He was named general manager of WXIX in November 1954.

Mr. Shakespeare began his broadcasting career in 1949 as assistant to the sales manager of WOR New York. Subsequently, he joined CBS-TV Spot Sales in New York as an account executive and in 1954 he was named general sales manager of WCBS-TV.

Mr. Walt became associated with CBS-TV Spot Sales in July 1953. Earlier, he had been with KOLN-TV Lincoln, Neb., and with Harrington, Righter & Parsons, New York, in sales capacities.

Mr. Jamieson joined the network in June 1951 as manager of CBS-TV sales service. Earlier he had been with the DuMont Television Network as director of station relations, manager of operations and assistant general manager of WABD (TV) New York.

At the same time, the appointments of George Zurich as manager and Robert L. Pike as assistant manager of CBS Television Sales Service were announced by William H. Hylan, CBS-TV vice president of sales administration. Mr. Zurich, who has been assistant sales service manager since April, succeeds Mr. Jamieson. Mr. Pike has been a sales service representative for the past two years.

MGM Stockholder Meet Holds Up MGM-TV Conference With ABC-TV

A scheduled meeting of top-level ABC-TV and Metro-Goldwyn-Mayer Tv Div. officials, scheduled for last Monday, was postponed at the request of MGM, which is facing a special stockholders meeting tomorrow (Tuesday) in New York. That meeting may decide management control.

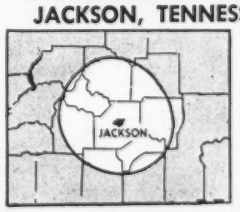
The ABC-TV and MGM-TV meeting was to discuss a possible production tie-up for studio facilities. To be explored: properties to be filmed for ABC-TV by MGM, or use of MGM facilities by ABC-TV to film its own shows [AT DEADLINE, Oct. 7]. The conference may be held this week.

MGM President Joseph R. Vogel originally had called the special stockholders meeting in a showdown battle with insurgent Florida financier Joseph Tomlinson, a major stockholder and a board member.

WKXL Is 31st Yankee Affiliate

WKXL Concord, N. H., became the 31st full-time affiliate of the Yankee regional network last week. The announcement was made by George W. Steffy, executive vice president of the station which is owned by Capitol Broadcasting Corp. The contract was signed by Joe Close, president of WKNE, a sister station in Keene, N. H., which also is a Yankee affiliate.

WDXI-TV
JACKSON, TENNESSEE
CBS
Channel 7



Covering half million people in the mid-South

Represented by Venard, Rintoul & McConnell, Inc.

MBS Was In Black for September, Roberts Tells Stockholder Meet

MBS showed a "small but significant profit" amounting to $6,000 for the month of September, Paul Roberts, president of MBS told company stockholders at a special meeting in New York Tuesday [CLOSED CIRCUIT, Oct. 7].

Mr. Roberts later explained that, based on current expectations, Mutual may well show a profit of $100,000 for the period from Aug. 8 through the end of this year. It was on Aug. 8 that the new management team, headed by Mr. Roberts and Armand Hammer, board chairman, assumed control of Mutual from its former owner, RKO Teleradio Pictures Inc. He said he will "plow back" all profits to bolster the network's new operation, expanding the staff and improving facilities.

Mr. Roberts told stockholders the figures for September demonstrate "a real turning point in the acceptance of network radio—particularly Mutual's service type of operation—by national advertisers." Pointing to a more than $1 million loss during the first ten months of 1956, he said he believes that "a down-to-earth, most realistic approach to network radio problems can result in a successful operation."

Mr. Roberts said many of the larger national advertisers are returning to network radio and mentioned such recent MBS clients as General Foods Corp., Chrysler Corp., Reader's Digest Assn., H. J. Heinz Co. and Benrus Watch Co.

CBS Radio's New Business Rises $250,000 During Week

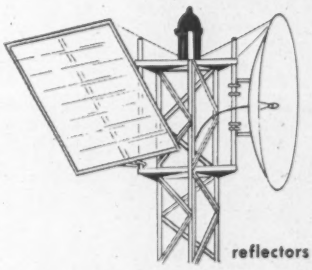
CBS Radio signed $250,000 in new business last week according to John Karol, vice president in charge of network sales. Comstock Foods, Newark, N. Y., bought a weekly Saturday "Impact" segment of the *Robert Q. Lewis Show* effective immediately for 26 weeks through Gordon Best Co., Chicago. General Foods Corp (Jell-O) will sponsor five 7½-minute units of daytime dramatic series for nine weeks, effective immediately. The contract was placed by Young & Rubicam.

Whitehall Pharmacal Co. ordered 12 weekly "impact" segments for four weeks through John F. Murray Adv., New York. Seven-Up Co., bought six "impact" segments, beginning Nov. 25, through J. Walter Thompson Co., Chicago. Cowles Magazines Inc. purchased nine "impact" segments through McCann-Erickson, effective immediately.

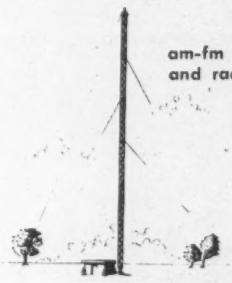
WLOS Affiliates With NBC

Affiliation of WLOS Asheville, N. C., with NBC effective today (Monday) has been announced by WLOS Executive Vice President Charles Britt and NBC Station Relations Vice President Harry Bannister. NBC and WISE Asheville terminated their affiliation by mutual agreement Sept. 30, the network said. WLOS continues as ABN and MBS affiliate. Tv network affiliations in the market were not affected. WLOS-TV continues with ABC-TV and WISE-TV continues with CNS-TV and NBC-TV.

In Microwave Towers and Reflectors . . . . .

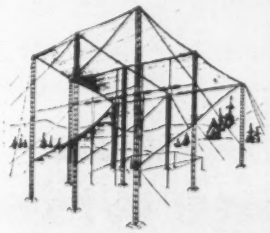


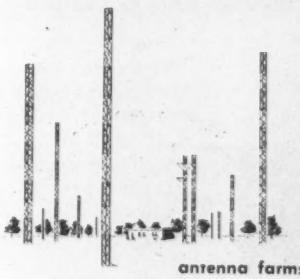
reflectors



am-fm towers and radiators

high gain corner reflector antennas





antenna farms

. . a Company is known by the companies that KEEP IT!

Mid-Continent Broadcasting Co.
Television Station KSAZ
Radio Station KFYR
Radio Station WWTV
Amalgamated Wireless Ltd., Australia
Collins Radio Co.
General Electric
Lenkurt Electric Co.
Motorola, Inc.
Page Communications Engineers, Inc.
Philco Corp.
Radio Corporation of America
Raytheon
Western Electric
American Telephone & Telegraph Co.
Bell Telephone Laboratories
Colorado Interstate Gas Co.
Michigan Bell (SAGE project)
Mid Valley Pipe Line
Ohio Power Co.
Southwestern Bell Telephone Co.
U.S. Air Force

tower fabricators and erectors the world over

TOWER

CONSTRUCTION CO.
SIOUX CITY, IOWA

WRITE TODAY for Free BOOKLET

TOWER CONSTRUCTION CO.
2700 Hawkeye Dr., Sioux City, Iowa

Please send me FREE copy of "Aluminum Reflectors"

Name .....

Firm .....

Address .....

City ..... State .....

SIGNATURES of Albert S. Tedesco (c) and Mrs. Tedesco, on a Keystone Broadcasting System contract for their station KAGE Winona, Minn., usher the 1,000th affiliate into the transcription radio network. At the Chicago signing (l to r): Sidney J. Wolf, KBS president; Blanche Stein, director of station relations; the Tedescos, and Edwin R. Peterson, senior vice president of KBS.

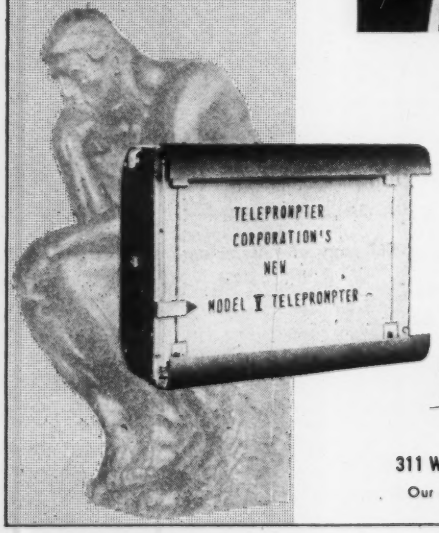
CBS Staffers Experiment in 'Sound'

Some 75 CBS employes in New York, ranging from "executives to file clerks" are taking part in an experimental workshop in program production, according to Arthur G. Peck, manager of network operations and head of the group. Called "Dimensions in Sound," the group has written and produced three programs, which are scheduled to be played back at weekly meeting, with regular CBS producers present. Members get professional help in CBS studios.

...its words to the wise are sufficient

"For 4½ years we have used TelePrompTer equipment on every kind of show. I consider TelePrompTer an integral part of our operation — dollar productive — a big client plus — as basic to an effective TV performance as the script a radio announcer holds in his hand."

Mr. Julian Drob
Operations Manager
KDKA-TV
Pittsburgh, Pa.



TELEPROMPTER CORPORATION
Jim Blair, *Equip. Sales Mgr.*
311 West 43rd Street, New York 36, N. Y., JUdson 2-3800
Our new TelePro 6000 rear screen projector changes slides so rapidly it creates the illusion of animation

ABC-TV Builds 'Hideaway' Theatre At Network's New York Tv Center

ABC-TV has built a new "hideaway" theatre at its New York tv center that permits a theatre-type seating arrangement for live audiences to be set up in the bare studio in less than an hour. About 300 persons can be accommodated. It will be used this season for the live *Pat Boone Chevy Showroom* and the *Patrice Munsel Show*.

The studio has 11,700 feet of floor space and is divided by a large but movable soundproof wall. When seated, the audience can view programs through an arch created by an opening in the wall. The arch has a special proscenium that creates a theatre effect. When not in use the seats and their platforms telescope into small units for storage. The tv network and American Broadcasting Network, both of which have increased the number of live shows originating in New York, note they now have available more than 10,000 tickets for shows scheduled each week.

Pitch for Nighttime Radio Made by CBS Radio Spot Sales

A special "pitch" on behalf of radio's nighttime periods is being made to agencies and advertisers by CBS Radio Spot Sales.

CBS Radio Spot Sales stresses that radio is the "all the time" medium and includes millions of adults, both men and working women, who have full-time daytime jobs and are available to radio after dark. It is noted that the U. S. Census in 1950 found 32.2% of all women working, and "add to these people the daytime listeners who stay tuned to radio in the evening, and you come up with many people listening after sundown—adults, whose daytime jobs are through, who are unhurried, unharried and receptive."

Since nighttime listeners in radio are part of stations' overall listenership, the presentation continues, the advertiser who cuts the schedule short at sundown "automatically cuts out a whole slice of the stations' big overall audiences."

CBS Court Show Draws Suit

Attorney Ben Paul Noble has filed suit against CBS, WTOP-AM-FM-TV Washington and Swift & Co. seeking $3 million damages for program rights. He claims the format for the CBS-TV show, *The Verdict Is Yours*, is his and cites programs he produced for WTOP-TV in 1949 and 1952-53. CBS in its argument cites court scenes in Greek tragedy and a similar program produced in Chicago by a bar group in 1949, before Mr. Noble's first show went on the air. District Judge David A. Pine refused to issue an injunction against the network broadcasts, pending further court hearings.

NETWORK SHORT

NBC Opera Co. started its second annual tour at St. Mary's College, South Bend, Ind., and plans to visit 63 cities in next nine weeks.

Says: JOHN G. CULLEN, Chief Engineer, Station KRMA-TV, Denver, Colorado, Affiliate, Denver Public Schools System

"G-E camera tubes give us the clear, precise pictures students require in educational TV!"

"Our viewers look in order to learn. They study their TV screens closely. Whether adults or children, professional groups or hobbyists, their need for picture quality is higher than average.

"KRMA-TV's enthusiastic response from Rocky Mountain audiences proves we broadcast programs that are easily seen, followed, and understood. Here General Electric camera tubes serve us well. Their resolution is sharp—our pictures have exceptionally fine detail. Contrast is good. Ghosting from image burn-in is almost unknown.

"And dollar-wise our camera-tube investment has proved sound. Our records show that General Electric tubes have long life. When necessary, tube adjustments are made quickly and fairly. We're pleased on three counts: quality, costs, and helpful local service!"

* * *

Phone *your* nearby General Electric tube distributor for high-quality G-E Broadcast-Designed camera tubes . . . for fast, helpful service! *Distributor Sales, Electronic Components Division, General Electric Company, Owensboro, Kentucky.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

161-1G4

IT TAKES 5 MAJOR RAILROADS TO COVER BIG, BUSTLING

KEL-O-LAND

JOE FLOYD DOES IT IN 20 SECONDS

What's KEL-O-LAND? It's people . . . over a million of them; it's counties . . . 110 of them in four states; it's retail sales . . . $1,220,150,000 annually. And Joe Floyd's 101-man crew hands you all of KEL-O-LAND in one beautiful package and one wonderful single-market buy.

Put All KEL-O-LAND In Your TV Picture.

KDLO CHANNEL 3
Aberdeen — Huron — Watertown

KELO
Sioux Falls CHANNEL 11

KPLO CHANNEL 6
Pierre — Winner — Chamberlain

Sioux Falls, S.D.
JOE FLOYD, President

Evans Nord, Gen. Mgr. Larry Bentson, V.P.
Represented by H-R

Minneapolis, Bulmer & Johnson, Inc.

CBS – ABC – NBC

Network, Toll Tv Pacts Take Attention of WGAW

Writers Guild of America, West, figures it will be in a strong position to bargain for higher scales in 1958, when 11 contracts covering live tv and radio will expire.

With this in mind, WGAW has not discussed minimum scales in current negotiations with the three tv networks, preferring to combine these contracts with others expiring next year, according to Jerry Gottler, of the guild negotiating committee.

Revisions agreed on this year between the guild and network negotiators and approved by the WGAW membership are: an agreement by the networks that certain material written for news documentaries is covered by the 1955 agreement and by the union that certain other material (hard news) is not; that the 1955 contract will cover questions and answers and ideas for quiz programs and audience participation shows, if they come from a writer who also supplies other "material" for the program, but if they can't be classed as "material" they will not be covered.

Payment for a single use of written material will be made as follows: 20% within 14 days of receipt of a signed contract; 50% within 11 days of delivery of the complete script (first draft); the remaining 30% within 11 days of delivery of the final script.

A number of provisions regarding credits were agreed to by networks and union, including one that writer credits on dramatic or situation comedy shows shall be placed "immediately before or after the most prominent credit to the producer or director."

Units of time and option periods for exclusivity have been reduced from 16 years to 9 years for one-time shows and unit series; from 16 years to 8 years for episodic series.

Before submission to WGAW membership, the changes had been agreed to by the networks and both east and west guild councils.

WGAW members also approved an assessment of 3% of payments received from the sale of post-1948 motion pictures to television, an additional 2% over the regular 1% assessment, to take care of the individual negotiations necessary on each group of pictures and to provide for the policing of payments.

Screen membership of the WGAW dealt earlier with the question of payments for toll tv motion pictures. Setting Sept. 2 (start of the Bartlesville, Okla., experiment) as the beginning of pay tv, the screen membership gave orders to its negotiating committee to ask fees of 10% of gross receipts from pay tv for theatrical pictures made before that date which are released for use on this new medium of distribution.

For theatrical pictures produced after that date for both theatrical and pay tv, the screen writers set a sliding scale based on two factors: the negative cost and the pay tv gross, with the negative cost divided by five to obtain one unit of gross. When a picture earns one such unit of its gross from pay tv, the writer's share would be 1.5% under this formula, rising by 0.5% for each such unit to a maximum of 7.5%.

In a third category, pictures made primarily for use on toll tv, the writers voted to make no specific demands at this time but to request the right to re-open their contract with the motion picture producers when there is something specific to talk about. The writers' contract with the major studios runs to May 1959 but may be reopened this fall in three areas: toll tv, credits and minimums. Regarding credits, WGAW will ask for certain changes to secure parity for writers with directors and producers. "In recognition of the movie market depression," WGAW is not asking for a raise in minimums at this time, but plans to make demands affecting the work week and apprentice status.

WGAE Members to Condition Pacts With East Coast Agents

Writers Guild of America East Inc. announced that members have voted not to enter into individual agreements with agents without including a provision for the automatic termination of the agreements upon the ending of WGAE's agreement with the Artists Managers Guild on the West Coast. Guild writers have a blanket agreement with AMG setting forth basic relations between writer and agent, but not with east coast agents, who are organized under the name of the Society of Authors Representatives. WGAE and Writers Guild of America West plan to open negotiations shortly with agents on both coasts to formulate a new blanket agreement.

WGAE also reported that members of the television writers branch of the union have accepted new provisions to be incorporated into freelance live tv agreements with networks and producers under a reopening of the present contract. New provisions include coverage by the union of certain material written for news documentaries; outlines minimum rates for questions, answers and ideas for stunts used on quiz and audience participations shows, and sets up forms to be used in giving credits.

WGA to Discuss Network Contracts

The national council of the Writers Guild of America will hold a meeting in New York Saturday and Sunday to explore topics such as contract demands to be served on the networks early next year. National Chairman Erik Barnouw will preside. The meeting will be attended by representatives of both eastern and western guilds. Fourteen contracts—twelve staff and two freelance—will expire March 31. The council also will discuss the present copyright laws in the light of the "rapid growth of television and other mass communications" and several special projects now under consideration.

NBC-TV May Use Union Sketches

A plan will be considered by the board of the screen writers branch of Writers Guild of America West this week to use sketches from the screen writers' annual shows over the past nine years in a 90-minute tv variety show to be broadcast early next year by NBC-TV, which will pay

Another way SRDS helps sell time

You are sure that your story will
come to the attention of new personnel

...whenever they come into your market,
perhaps even before you have heard of these changes
on accounts of interest to you.

with your Service-Ad in Standard Rate & Data

YOU ARE THERE

Selling, by helping people buy!

SRDS | Standard Rate and Data Service, Inc. • 1740 Ridge Avenue, Evanston, Illinois
Sales Offices: New York • Evanston • Los Angeles

$150,000 for the program. Terms of a contract negotiated by WGAW and NBC officials already have been approved by the WGAW council and if the screen writers board follows suit they will be reduced to writing for signature by both parties.

NABET Strike Against KVOO Still Unsettled After Order

Despite a temporary injunction by a federal court against the National Assn. of Broadcast Employes & Technicians, KVOO Tulsa last week was no closer to a settlement of its two-month-old dispute with the union.

An Oklahoma district court injunction of Sept. 27 formalized a previous restraining order against NABET, supporting conclusions it should be restrained from interference tactics at both KVOO Radio (owned by Southwestern Sales Corp.) and KVOO-TV (Central Plains Enterprises Inc.). Last week NABET still maintained pickets at the KVOO Radio studios and transmitter, according to KVOO spokesmen. Under the new injunction—which in effect is pending another National Labor Relations Board hearing—NABET is prohibited from interfering with operations at the radio station as well as picketing the new Broadcast Center Building (still to be completed) housing KVOO-TV, and from encouraging various parties, including construction company workers from engaging in the strike.

Claims that NABET had circulated handouts and letters to the public to that effect were denied by the director, who described the literature as "organization material." Also denied was the claim that NABET seeks a closed shop, the union describing its bid as one for a "modified union shop." It previously acknowledged it contacted advertisers not to buy time on KVOO Radio.

The strike was called Aug. 9 with six of KVOO's 14 technical employes, although programming continued. At that time, NABET requested a closed shop. The station agreed to compromise on wage demands, but refused to comply with demands for union membership as an employment condition. The union continued to maintain pickets around KVOO's transmitter and studio facilities and at KVOO-TV's new Broadcast Center Building. KVOO-TV is under separate operation and management.

Ford Fund's Weiss Describes ETV's Savings to Education

Use of educational tv will bring substantial savings in American education, according to John K. Weiss, vice president and treasurer of the Fund for the Advancement of Education (Ford Foundation project). Speaking at the first international educational tv seminar, held at Boston U. last week, Mr. Weiss showed savings of 40% obtained by in-school educational tv during Pennsylvania State U. experiments.

"The use of in-school tv throughout the U. S. has in many instances proven its usefulness without damage to the quality of the learning experience," he told 130 educators from 28 nations. He described outschool tv classes conducted over WQED (TV) Pittsburgh, noncommercial educational station, and said a physics course viewed by 500 students in 1956 is being viewed this year via film by 75,000 students in 14 states.

Dr. Charles Hettinger, tv education supervisor of Pittsburgh public schools, said WQED's broadcasts are effective, with little observable difference in test results of children taught by classroom instructors and the results of children taught without tv. He added that teachers using tv can further enrich the student's conception in follow-up classroom sessions.

Dr. Earl Herminghaus, research director of St. Louis public schools, said telecasts offered "a most probable solution to already bulging college facilities in the St. Louis area."

Children soon will be educated as well by tv instruction as by classroom methods, according to T. Wilson Cahall, coordinator of the Hagerstown (Md.) closed circuit tv project.

WBAP-TV Offers State Series

WBAP-TV Fort Worth, Tex., on Sept. 26 originated the first of an educational series, *Adventures in Education,* which is being made available live and by kinescope to 15 stations throughout the state. According to WBAP-TV Program Director Robert Gould, the series is a teacher education course and will make viewers eligible for teacher certificates. Dr. Arthur H. Moehlman is conductor of the series. Lee Wilborn, assistant commissioner for instruction, Texas Education Agency, is project director, and Lyle Hendricks, radio-tv staff, U. of Texas, is producer.

'Bold Journey' Used in Schools, Says Education Assn. Official

An educational committee headed by Dr. J. Cloyd Miller, president of New Mexico Western College and trustee of the National Education Assn., announced Tuesday in New York that 1.2 million elementary and high school students in more than 31,500 classrooms in 68 areas across the U. S. now are participating in classroom studies of geography and social and physical sciences stimulated by home viewing of Ralston Purina Co.'s *Bold Journey* on ABC-TV, Monday 8:30-9 p.m. Teacher guides are being distributed by Ralston and ABC-TV and the network reported it has received 4,000 "enthusiastic" comments on the project to date.

John Daly, ABC vice president in charge of news, special events, spots and public affairs, claimed the project marks the "first time that a commercial television program is being used continuously, week-in and week-out, as an educational tool." He said the project was tested last fall and put into full effect this year. Credit for originating the project, Mr. Daly said, goes to Ernest J. Hodges, vice president of Guild, Bascom & Bonfigli, Ralston's agency.

Dr. Miller also is serving as chairman of the *Bold Journey* Teacher Award Advisory Council which will make 30 travel awards to teachers participating in the project. Awards will consist of regular NEA tours.

NBC-TV, Ann Arbor Center Offer Five New ETV Program Series

Five new program series have been announced for broadcasting over the interconnected educational television stations by NBC-TV's network facilities beginning Oct. 28 (Mon.-Fri. 6-6:30 p.m.). The programs will be produced in partnership with the Educational Television and Radio Center, Ann Arbor, Mich. The program series are *IGY: A Small Planet Takes a Look at Itself; Mathematics, With Clifton Fadiman; Arts and the Gods; Survival,* and *Camera on Washington.*

It is expected that the 29 ETV stations, all affiliates of the center, will carry the five programs. In addition, NBC owned stations and many NBC-TV affiliates in areas which the ETV stations do not cover will be furnished, on request, kinescopes of the programs for replay on a sustaining basis with a minimum 14-day delay from time of the original live telecast, it was reported.

Noble Foundation Makes Grants

The Edward John Noble Foundation, founded by Edward John Noble, a director and chairman of the finance committee of American Broadcasting-Paramount Theatres, announced last week grants totaling more than a third of a million dollars to develop "leadership potential." Fifty-three such grants were awarded to the class of 1957 graduates of 29 colleges and universities. The grants may range as high as $8,000.

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO

THE L.B. Wilson STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

PHILCO
TLR-6 Microwave

Provides Maximum System Reliability for Unattended TV Relaying!

Philco TLR-6 microwave provides economical transmission of NTSC compatible color or monochrome TV signals . . . plus full audio channel. Here is a completely modern microwave system . . . especially designed to meet the needs of community TV operators for thoroughly dependable operation.

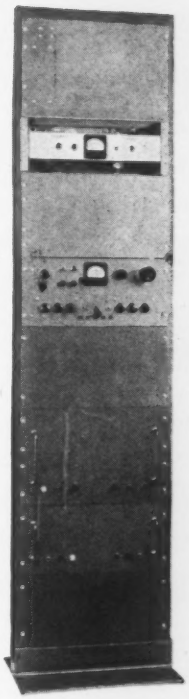
Heavy duty power supply provides 1 full watt output to insure outstanding operational reliability in continuous unattended service.

Philco TLR-6 provides S-T-L relaying in the 5900 to 7400 mc bands. All components mount in standard 19″ racks. Unitized circuit construction simplifies maintenance. Built-in test and metering circuits assure uninterrupted service at all times.

Here is reliability of performance unaffected by severe weather, free from the many limitations of wire and pole lines, unhampered by problems of difficult terrain, over-water transmission or expensive rights-of-way.

Philco engineers will be happy to help you with your special Microwave requirements. Please contact us for further information. Look ahead . . . and you'll choose Philco.

- **Highly *reliable*, unattended one-watt operation**
- **Field proven in extended multihop applications**
- ***True* repeater permits top quality, long haul operation**
- **Highest power in the industry**
- **Full voice channel multiplexing**
- **Philco offers complete turnkey service . . . surveys . . . installation . . . maintenance**



Write for Specification Sheet which describes the new Philco TLR-6 microwave system.

At Philco, opportunities are unlimited in electronic and mechanical research and engineering.

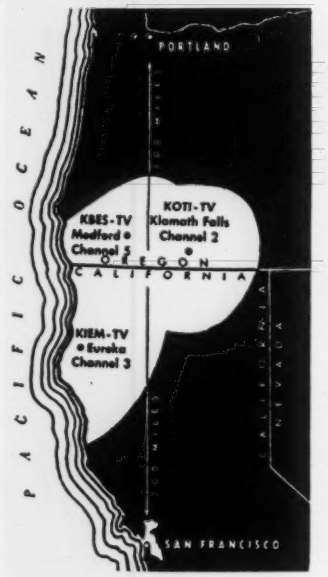
PHILCO®

Government & Industrial Division
Philadelphia 44, Pennsylvania
In Canada: Philco Corporation of Canada Limited, Don Mills, Ontario

See the Philco Display of TLR-6 and CLR-9 Systems at the USITA Show (October 13-16), Room 600, Conrad Hilton Hotel, Chicago.

CALIF.-ORE. TV TRIO...

the SMULLIN TV stations bridge the gap between San Francisco and Portland with EXCLUSIVE VHF coverage on Channels 2, 3 & 5.



Three Markets—One Billing

KIEM TV 3—Calif. Eureka | KBES TV 5—Oregon Medford | KOTI TV 2—Oregon Klamath Falls

MARKET FACTS

Population	356,330
Families	115,760
Tv Families	92,720
Retail Sales	$485,803,000
Consumer Spendable Income	$610,357,000

for CALIF.-ORE. TV TRIO
call Don Telford, Mgr.
Phone Eureka, Hillside 3-3123 TWX EK16

or ask BLAIR Television ASSOCIATES INC. national representatives

New York, Chicago, San Francisco, Seattle, Los Angeles, Dallas, Detroit, Jacksonville, St. Louis, Boston.

policeman just commissioned a detective, looked and acted the part. There were no Hollywood touches. Similarly, Dean Stanton as a psychopathic killer-robber offered a convincing mixture of sadism and fear.

In all, *The Walter Winchell File* is better than the usual crime dramas but falls considerably short of matching the better ones.

Production costs: $50-$60,000.
Sponsored by Revlon through BBDO, on ABC-TV, Wednesday, 9:30-10 p.m. EDT. Started Oct. 2.
Producer: Bert Granet; associate producer: Jack Aldworth; director: Jerry Thorpe.

THE GUY MITCHELL SHOW

The debut of ABC-TV's *Guy Mitchell Show* last Monday evening was just about what any reasonably perceptive television viewer could have predicted. There were the usual song and dance routines geared to the popular taste, a smattering of warmed-over humor and, of course, good Guy Mitchell.

Guy is a sincere sort of chap who appears to give everything that's in him to make his show a success. He is energetic (dancing, jumping and cavorting); he is friendly (smiles galore); he is presentable (though some might suggest a haircut). The guests on Guy's first show, talented Marguerite Piazza and lumbering Dizzy Dean, gamely joined him, the show's singing group and the Van Alexander Orchestra in hustling for laughs.

The *Guy Mitchell Show* is merely another indication that ABC-TV, this season, is making a good bid to match the other networks on all levels of the entertainment scale.

Production costs: Approximately $40,000.
Sponsored by Max Factor & Co. through Anderson-McConnell Inc., on ABC-TV, Monday, 8-8:30 p.m. Started Oct. 7.
Executive producer: Eddie Joy; producer: Phil Cohan; director: Kevin Jonson; head writer: Ben Starr; choreographer: Ted Cappy; special song material: Irving Graham; staff writer: William Derman.

PAUL WINCHELL PRESENTS

Embarrassing was the word for the premiere of the new Paul Winchell show. Embarrassing that late Sunday afternoon has become such a never-never land as to allow meriocrity to take over a half-hour of precious tv time. Embarrassing to see second-rate entertainment sponsored.

Mr. Winchell is a personable and amiable young man, and one of the most talented ventriloquists around. But this is not enough to carry a show where writing, production and creativity are sadly deficient.

It is presumably difficult to get outstanding guest stars on a Sunday afternoon. But all good talent is not high-priced, and the gimmick on which the show is supposed to hinge is that Mr. Winchell and his wooden friends will introduce entertaining talent. The guests on the first show included a group of young boys, singing something called "Hambones." They accompanied this number with a rhythmic, gymnastic kind of hand-clapping and thigh-slapping. Another guest, singer Judy Scott, has not learned that when you start a song giving it all you've got, then there's no place to go. Frank Fontaine, a comedian who milked the most out of a years-old routine, filled out the crew.

The most pleasant moment on the show was a "behind the lights" number, in which the camera showed the audience what the world looks like to a performer. The brief moment was not enough to remedy the rest of the half hour.

Production costs: $6,000.
Sponsored by Hartz Mountain Products through George H. Hartman Co., Chicago, on ABC-TV, Sunday, 4:30-5 p.m. Started Sept. 29.
Producer and writer: Carl Jampel; director: Dave Brown.

SEE IT NOW

It appears that everyone complains just as much about the mails as about the weather, and all too few have taken the time out from condemning the footsore courier to ask why the mails are slow. Among the very few outside the federal government who have taken the time to find out why the U. S. postal system is faced with a staggering $1 billion deficit is CBS-TV's team of Murrow & Friendly.

A week ago yesterday (Sunday), *See It Now* pointed its probing camera eye into the mailbag, so to speak, and found it made of very patchy material. According to the producers of the show, it was not their job to find a culprit, even if the show was, in the words of narrator Murrow, a whodunit. "Who done in," he asked, "the U. S. Post Office?" The rogues gallery was fairly packed: There are the magazine publishers who, say postal authorities, are subsidized by the U. S. Government for $250 million per year; there are the direct mail advertisers, and last, but not least, the members of Congress who have, to quote Mr. Murrow, shown "a lack of illumination—both political and electrical," the latter referring to the poor physical plant of the country's postal system.

As constructive criticism, the *See It Now* program showed what can be done to alleviate the burden of the 500,000 hardy couriers and their bosses: a glimpse at tiny Holland's super-modern "Transorma" system sufficed. So did Mr. Murrow's commentary that perhaps Congress ought to appropriate, not just investigate. All in all,

ALL-AMERICAN VOICE
RADIO WSRS
GREATER CLEVELAND'S NUMBER 1 STATION
SRS "Radio-Active" MBS

it was illumination—political and especially electrical from beginning to end—in the traditional *See It Now* vein.

Because of popular demand, CBS-TV announced Wednesday it will rebroadcast "The Great Billion Dollar Mail Case" next Sunday (Oct. 20) as the fall premiere of *See It Now*.

Sponsored by Pan American World Airways through J. Walter Thompson Co. on CBS-TV, Oct. 6, 5-6 p.m. EDT.

Produced by Edward R. Murrow, Fred W. Friendly; cameramen: Leo Rossi, Martin Barnett and Bill McClure; production: Gene DePoris and Ed Jones.

SEEN & HEARD

Could tv be trying to imitate radio's successful format of programming as background accompaniment of other activities? It seemed so Oct. 5, when NBC-TV carried three solid hours of popular music, from Perry Como to Polly Bergen to Gisele MacKenzie to Dean Martin, a back-to-back program sequence that would have been just as enjoyable without the picture most of the time and occasionally more so.

* * *

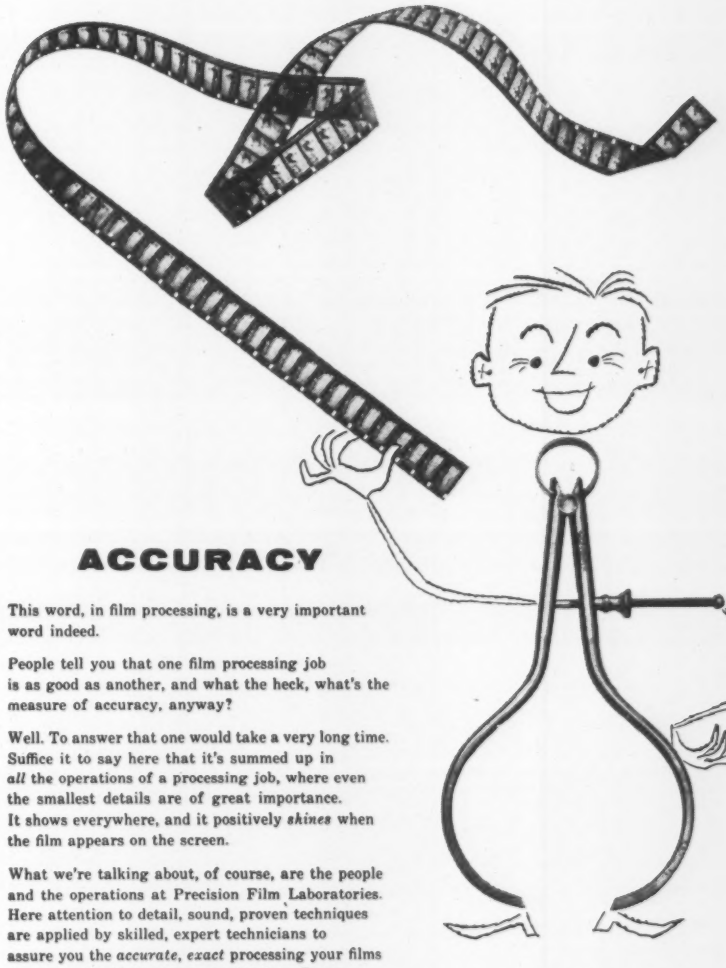
It may be true, a la Thomas Wolfe's last title, that *You Can't Go Home Again*, at least not to stay—but that was certainly a memorable visit NBC's *Nightline* sponsored on the late author's birthday Oct. 3. Walter O'Keefe's interview of Mr. Wolfe's sister at the family home in Asheville, N. C., proved the lady is a natural-born Wolfe. In spite of a raspy, Tarheel voice, she worked the old family magic as she dealt out Wolfiana. The minutes in her parlor sent residents of one radio home back to the bookshelves and demonstrated that *Conversation* (also NBC) is not, after all, the only place to go for good talk on radio.

BOOKS

WHAT HAVE YOU DONE FOR ME LATELY? by Walter Schwimmer; The Citadel Press, 222 Fourth Ave., New York 3. 256 pp. $4.

It is educational to get off Madison Avenue and onto Michigan Boulevard for this latest trip inside advertising, where publishers lately have beaten a path. A good bit of business actually is done, a good many ideas born, a lot of progress is made away from New York's agency row, it seems.

And a good place to get the story seems to be from Walter Schwimmer's candid account of 20-odd years in the agency "game." Mr. Schwimmer left the agency battlefield several years ago for the tv-radio production field. From this perspective he reports notable skirmishes, victories and retreats—in some cases naming names, in others, giving composite portraits of well-known types



ACCURACY

This word, in film processing, is a very important word indeed.

People tell you that one film processing job is as good as another, and what the heck, what's the measure of accuracy, anyway?

Well. To answer that one would take a very long time. Suffice it to say here that it's summed up in *all* the operations of a processing job, where even the smallest details are of great importance. It shows everywhere, and it positively *shines* when the film appears on the screen.

What we're talking about, of course, are the people and the operations at Precision Film Laboratories. Here attention to detail, sound, proven techniques are applied by skilled, expert technicians to assure you the *accurate, exact* processing your films deserve to justify your best production efforts.

Accuracy is a must for TV – for industrials – for education – for *all* movies.

you'll see and hear

PRECISION
FILM LABORATORIES, INC.
21 West 46th Street, New York 36, New York
A DIVISION OF J. A. MAURER INC.

In everything, there is one best . . . in film processing, it's Precision

1
United Press news produces!

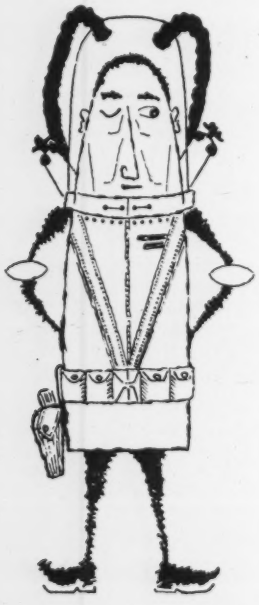
among agencymen, clients and media men. The cynical title refers to a client's habit of leaving the agency which pushed him along to prosperity. But the Schwimmer story is not a cynical, wise-guy work. It may be hard-boiled, but it seems sincere. And miraculously the author came out of the arena with his ideals intact.

Readers in the broadcast field—especially those who haven't been around for 20 years—should be especially interested in Mr. Schwimmer's early experiments in radio. Among his notable accomplishments were development of new concepts in national spot, the telephone giveaway and other programming innovations.

A good bit of the book seems to be addressed to careerists. Each chapter ends with a neat moral, and an entire chapter, "My 'Pearls of Wisdom' Hour," is made up of such offerings as "The way to save money in advertising is to pay whatever is necessary to get a topnotch job done . . ." or "There should be a federal law banning coloratura sopranos."

Mostly, Mr. Schwimmer stays off Madison Avenue in his book. But the reader can be grateful that he lingered in that neighborhood long enough to formulate a tongue-in-cheek "Madison Avenue Loyalty Test," showing the way to success in advertising. The test is a refreshing example of how a station can deprecate or exaggerate its position according to the business need of the moment.

SATELLITE FOR SALE



If you want to send your sales out of this world use WWLP—WRLP, Springfield-Holyoke-Greenfield, Mass.

In Western New England Nearly Everyone Watches

WWLP Channel 22 Springfield-Holyoke, Mass.

WRLP Channel 32 Greenfield, Mass.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

L. Cook Thompson, formerly head of his own agency, to Wasser, Kay & Phillips Inc., Pittsburgh, as executive vice president.

Herbert Ward, market management consultant, McCann-Erickson, N. Y., to Dr. Pepper & Co., Dallas, Tex., as sales manager, and **R. L. Stone** named manager of fountain sales.

◄ **Nick Susnjer** promoted from field sales manager to national sales manager and **Richard M. Cors,** from sales and service department to national marketing director of Kiekhaefer Corp. (Mercury outdoor motors), Fond du Lac, Wis.

Mort Chalek, account executive Joseph Katz Co., N. Y., to Keyes, Madden & Jones, same city, as account executive.

◄ **Peggy Blackmon,** radio sales representative, to Broggi Adv. Inc., San Antonio, as account executive. Mrs. Blackmon was associated with Eastern Air Lines for three years and with KUNO Corpus Christi, Tex., as regional commercial and sales manager for five years.

A. W. Neally, vice president, BBDO, L. A., appointed consultant. **Tom Dillon,** group supervisor, named resident manager and **Ralph Peck,** with agency's Toronto office, moves to L. A. **W. M. Starkey,** account executive, promoted to group supervisor.

Tom Garrabrant, assistant media manager, North Adv., Chicago, promoted to media manager. He succeeds **Richard Paige,** resigned.

Robert C. Else, formerly with Doherty, Clifford, Steers & Shenfield, N. Y., to Woodward, Voss & Hevoner, Albany, N. Y., as director of radio and television.

David Lawrence, tv production supervisor and radio-print copy writer, Milton Weinberg Adv., to Beckman, Koblitz Inc., both L. A., as radio-tv director.

William H. Chase, formerly account executive, McCann-Erickson, N. Y., to Easy Laundry Appliances Div. of Murray Corp. of America, Chicago, as merchandising director.

Richard Risteen, supervisor of grocery marketing group, and **Paul Lideen,** account executive, BBDO, N. Y., have been appointed associate directors of marketing.

NOT FOR CONSUMERS

In discussing the new Scotchgard campaign for Minnesota Mining & Mfg. Co. [MONDAY MEMO, Oct. 7], Mark Lawrence, radio-tv vice president of MacManus, John & Adams, New York, pointed out that the fluorochemical stain repeller cannot be purchased directly by consumers and the agency's point in advertising on tv is to "spread news" of the product and encourage manufacturers to use Scotchgard. The published article did not specify the product by name, nor did it describe its use.

Arnold Rosten, art director and group supervisor, Grey Adv., N. Y., resigns to set up his own office at 12 W. 55th St., same city. He will specialize in art and design services.

Betty L. Armstrong promoted from radio-tv timebuyer to assistant media director at Grant, Schwenck & Baker Inc., Chicago.

Henrietta de Feo, Gray & Rogers, Philadelphia, to Erwin Wasey, Ruthrauff & Ryan, same city, as assistant to public relations director on industrial and consumer accounts.

Raymond C. Brecht, reporter and staff writer, *Evening* and *Sunday Bulletin,* Philadelphia, to Gray & Rogers, same city, public relations and publicity department.

Jim Christopher (l), president, J. W. Christopher Co., L. A., presents the presidential gavel to Western States Adv. Agencies Assn. incoming president, James K. Speer, president, Speer Adv. Agency, same city. Mr. Christopher, who has been appointed to head the eighth annual conference and convention of the association in April 1958, will serve another year on the board of directors. Mr. Speer has been a director for the past two years.

Alfred A. Atherton, Atherton Adv., L. A., elected chairman, Southern Council American Assn. of Advertising Agencies. **Hal Stebbins,** Hal Stebbins Inc., L. A., named vice president of 4-A council and **Martin R. Klitten,** Martin R. Klitten & Co., L. A., elected secretary-treasurer.

John D. Huckstep Jr., media group supervisor, Leo Burnett & Co., Chicago, to Portland Cement Assn., same city, as advertising bureau manager.

Hugh Reynolds MacMillan Jr., 53, vice president and director of Colgate-Palmolive Co., N. Y., died Oct. 6.

FILM

Ralph J. Baron, account executive, Television Programs of America, appointed eastern division manager. He will headquarter in Baltimore and report to vice president for eastern division.

H. C. Ellison, head of animation for Jam Handy, Detroit, to Filmack Corp., Chicago, as director of animation department.

Phil Frank, formerly sales staff, Peter Elgar Productions and Screen Gems, both N. Y., to Caravel Films Inc., same city, as account executive.

Sherlee Barish mid-western sales representative, Official Films, N. Y., appointed sales coordinator.

Gene Plotnik, publicity department, Screen Gems, N. Y., promoted to publicity manager, succeeding **Phil Cowan** who resigned to form his own N. Y. public relations firm.

Abe Mandell, general manager in Far East for Frieder Films (theatre operator and film distributor), and **Norman C. Lundquist,** sales staff, Wilding Pictures Corp., to Ziv Tv Programs, N. Y., national sales department.

Richard Brand, film representative, to MGM-TV, N. Y., commercial and industrial film division.

NETWORKS

Norman Baer, radio-tv director, Lewin, Williams & Saylor, N. Y., to MBS executive staff to handle duties in news, special events and programming.

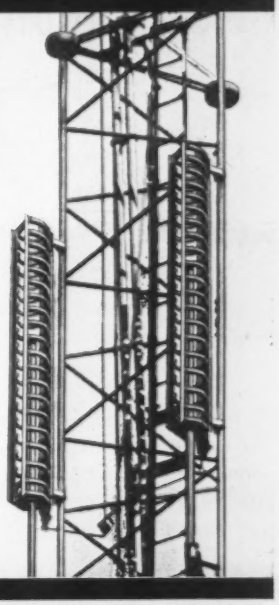
Robert Sadoff, formerly with Bourne Inc. (music-publisher), to NBC as music coordinator for network and its owned and operated stations.

Gabriel Heatter, commentator with MBS since 1933, has signed new three-year contract with network.

Mel Tolkin and **Neil (Doc) Simon,** veteran writers, signed by NBC-TV for *Jerry Lewis Show* on Nov. 5.

Mack David, lyricist, and **Jerry Livingston,**

STAND-BY ANTENNAS
for TV TRANSMITTING
channels 7-13
No Diplexer Needed



A simple, versatile, and *economical* standby system consisting of two separate bays of the AMCI Type 1020 Antenna can be mounted on the legs of an existing tower. Shown here is the Station WXYZ-TV installation in Detroit, Michigan, being used with a 50 kw transmitter. They may also be mounted on FM antennas (Station WBKB-TV, Chicago, Illinois) and on masts, one above the other. The aural and visual transmission lines need not be of equal length.

Write for Bulletin B-957

AMCI
ANTENNA SYSTEMS – COMPONENTS – AIR NAVIGATION AIDS – INSTRUMENTS
ALFORD *Manufacturing Co. Inc*
299 ATLANTIC AVE., BOSTON, MASS

Goat for sale

If you got any loose goats you want to turn into cash, or a polygonal monitor that needs a new home, or a void where a d.j. ought to be, or an analog computer you want to exchange for an old UV 201 A . . . or, on the other hand . . . if you want a job that pays off in money instead of custard, or if you have tape recorder, will travel . . . stop languishing this minute. Take steps. Be a man of action. Tell BROADCASTING's readers all about it in the Classified Section.

THAT'S THE WAY THE BALL BOUNCES

IN LAS VEGAS

FOUR YEARS OF UNDISPUTED LEADERSHIP

FOUR YEARS **TOP** COVERAGE

FOUR YEARS **TOP** RATINGS
(completed Pulse and ARB surveys)

55,000 WATTS **TOP** POWER

FOUR YEARS **TOP** PROGRAMMING

and . . Top promotion in the Top morning newspaper, The Las Vegas Sun.

KLAS-TV LAS VEGAS NEVADA
CBS Television Network
Channel 8

Represented by WEED TELEVISION

Only ONE is atop the *Continental Divide*
Serving both the Atlantic and Pacific Sides of America
KXLF - TV4 Montana
Butte
East—The Walker Co.
West—Pacific Northwest Broadcasters

PEOPLE CONTINUED

composer, signed to create all songs for NBC-TV's *Shirley Temple's Storybook* series.

Steve Allen, star-host on NBC-TV's *The Steve Allen Show,* named toastmaster for National Freedom Fund Dinner of National Assn. for Advancement of Colored People to be held at Hotel Roosevelt in New York Nov. 22.

STATIONS

Harold Grams, who will become general manager of KSD-AM-TV St. Louis on Jan. 1, has been elected to board of directors of Pulitzer Publishing Co., same city, owners and operators of stations.

◄ **George H. Morris,** commercial director, WHBQ-TV Memphis, to WSIX-TV Nashville, both Tenn., as vice president and national sales manager. Prior to his affiliation with WHBQ-TV, Mr. Morris was with RKO Teleradio, Chicago, as western sales manager.

George F. Goodyear, board chairman, WGR Corp. (WGR-AM-TV Buffalo, N. Y.), **Arthur A. Victor Jr.,** president, A. Victor & Co. (furniture store), same city, and **William H. Lutz,** vice president and technical director, Pratt & Lambert Inc. (paints, varnishes, enamels and lacquers), Buffalo, elected board members of Transcontinent Tv Corp. (WROC-TV Rochester, N. Y., WGR Corp., and 50% owner of WSVA-AM-TV Harrisonburg, Va.). All three new Transcontinent members formerly served on WGR board. **Karl B. Hoffman,** vice president and director of engineering, WGR-AM-TV, to Transcontinent in similar capacity.

◄ **Tom Gavin,** general sales manager, WDSM-TV Duluth, Minn., named general manager of WDSM. Mr. Gavin has been connected with broadcasting for past 25 years.

◄ **Carlo Anneke,** station manager, WDSM, named general sales manager of WDSM-TV. He has been with WDSM over four years and has held positions in radio sales and as commercial manager.

Charles H. Phillips, sales development manager, Edward Petry & Co., N. Y., to WCKT (TV) Miami, Fla., as national sales manager.

John Merrell, sales manager, KFH Wichita, Kan., promoted to national sales manager. **Bob Adams,** KFH, named local sales manager.

◄ **Gene McWhite,** time salesman, to WBNY Buffalo, N. Y., as sales manager.

◄ **H. F. (Bob) Wehrmann,** general manager, WTPS New Orleans, to WDOD Chattanooga, Tenn., in similar capacity.

Redd Gardner, account executive, Kling Studios, Chicago, to WHFB-AM-FM Benton Harbor-St. Joseph, Mich., as sales manager.

Robert C. Harnack, formerly radio-tv director, Smith Adv., to WKST-TV New Castle, Pa., as sales and production manager, headquartering in Youngstown, Ohio.

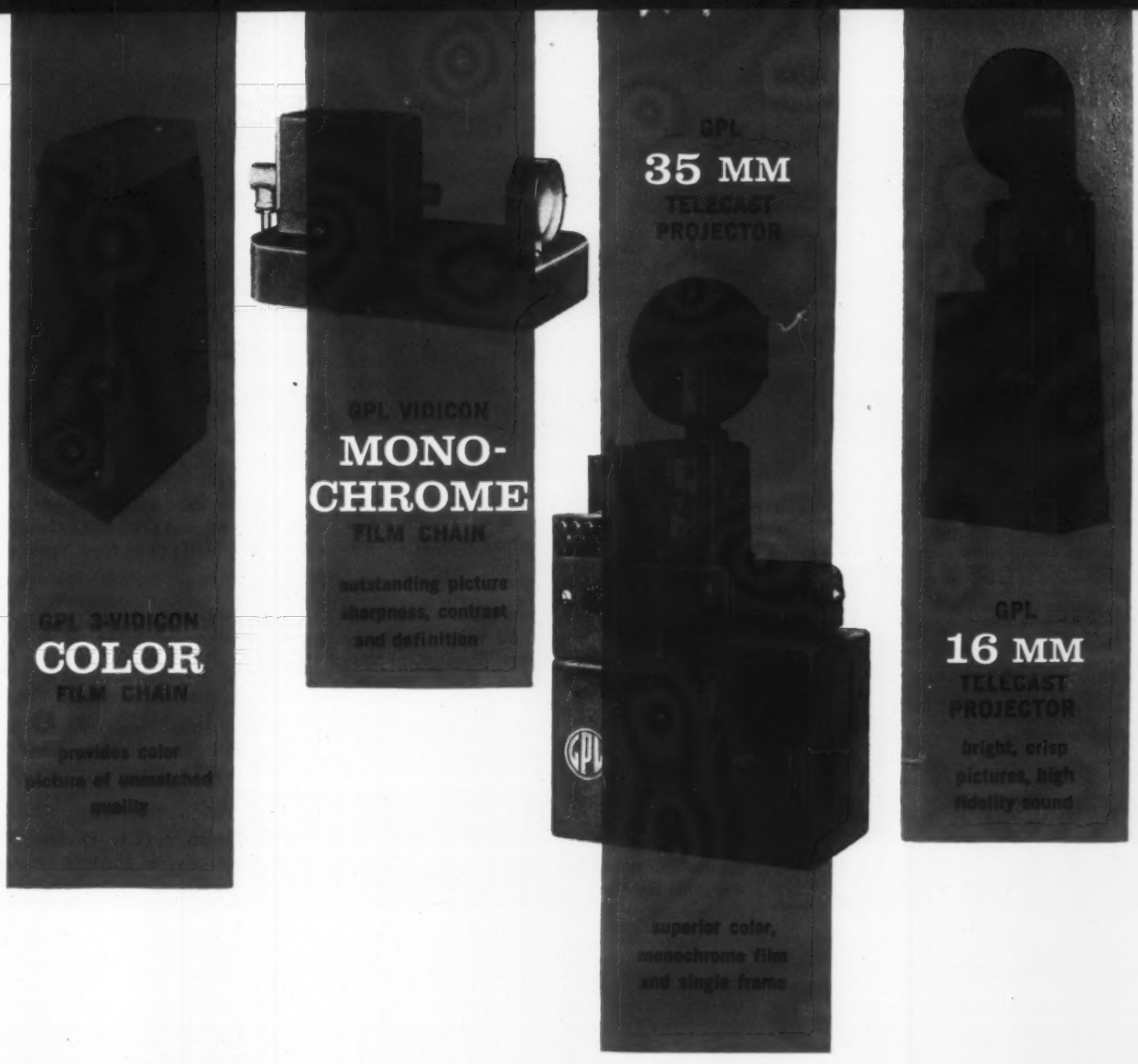
◄ **Paul von Hagel,** sales manager, WRAP Norfolk, Va., promoted to general manager.

◄ **David Abbott,** regional sales manager, Official Films Inc., N. Y., to WHDH-TV Boston as national commercial manager. Mr. Abbott also has been associated with MCA-TV Ltd. and was sales representative for WBZ-TV Boston.

◄ **William A. Queen,** account executive, WHDH, named national commercial manager. Prior to joining WHDH in 1953, he was associated with WTAO Cambridge, Mass., and Register Publications in Boston.

Joseph N. Lafreniere, manager, WXCN (FM) Providence, R. I., takes on additional duties as coordinating station manager of Concert Network Inc. (WHCN Hartford, Conn.; WBCN Boston; WYCN New York, and WXCN). **Walter P. Sheppard,** formerly chief of music production, American Forces Network in Germany, to CN as network program director.

James E. Kovach, director of programs, WRC-AM-TV Washington, to WBAL-TV Baltimore, Md., as program manager.



GPL telecine equipment

has been doing a first-class job, day in and day out for years, in many of the finest and best-equipped stations in the country. With all its high quality performance, GPL professional television equipment is reasonably priced . . . low in maintenance . . .

gives you the best for less

find out why today

- COLOR ☐
- MONO-CHROME ☐
- 35 MM ☐
- 16 MM ☐

Broadcast Sales,
GENERAL PRECISION LABORATORY INCORPORATED
63 Bedford Road, Pleasantville, New York.

Please send me information on the telecine equipment checked.

NAME_____ STATION_____

ADDRESS_____

CITY_____ ZONE____ STATE_____

Statement Required by the Act of August 24, 1912, as Amended by the Acts of March 3, 1933, and July 2, 1946 (Title 39, United States Code, Section 233) Showing the Ownership, Management, and Circulation of Broadcasting • Telecasting, published weekly at Washington, D. C., for September 30, 1957.

1. The names and addresses of the publisher, editor, managing editor, and general manager are:
Publisher and Editor—SOL TAISHOFF, Washington, D. C.
Managing Editor—EDWIN H. JAMES, Bethesda, Md.
General Manager—MAURICE H. LONG, Chevy Chase, Md.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm its name and address, as well as that of each individual member, must be given.)
Broadcasting Publications, Inc., Washington, D. C.: Sol Taishoff, Washington, D. C.; Betty Tash Taishoff, Washington, D. C.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: 18,733.

MAURICE H. LONG
Vice President and General Manager

Sworn to and subscribed before me this 3rd day of October, 1957.

ROBERT E. CORISH
Notary Public

(Seal)

(My commission expires April 1, 1961)

. . . *about paid circulation*

The surest barometer of the reader acceptance of any publication is its paid circulation. People read business and trade papers for news and ideas that will help them in their jobs, not for entertainment.

The purchase of a subscription immediately establishes a contractual relationship between the subscriber and the publisher. The subscriber buys the publication and anticipates news and features to keep him abreast of developments in his own business. He expects the publication to reach him regularly throughout the subscription year. If reader interest is not maintained, paid circulation is directly affected.

BROADCASTING for the past 12 months averaged a paid weekly circulation of 18,733 (as sworn above in the ownership statement). This is the largest paid circulation in the vertical radio-tv publication field. In fact, BROADCASTING distributes more paid circulation in 4 months than the combined annual paid of all other vertical magazines in its field.

That's why the intelligent advertiser always chooses BROADCASTING as his basic promotional medium in the radio-tv trade field. He knows **paid** circulation is a true reflection of the publication's value.

PEOPLE CONTINUED

William G. Wadman and **Lloyd Knight** to WGAN-AM-TV Portland, Me., as program manager and production manager, respectively.

Robert Austin, account executive and announcer, KSDO San Diego, Calif., named program manager.

Lewis Klein, production director, WFIL-TV Philadelphia, named program and production manager, succeeded by **Ed Moore,** station's director's staff. **Jack Steck,** executive program director, WFIL-TV, to WFIL as director of radio operations. **Charles Keller,** WFIL news and special events department, **Shelly Gross,** newscaster, and **Michael D'Angelo Jr.,** news department, WCAU Philadelphia, named special events reporters at WFIL.

Doug Duperrault, announcer-director, KTBS-TV Shreveport, La., named promotion manager. **Jack Hodges,** director, moves to sales department and **Jerry Colvin,** cameraman, named director. **Ruby Cooper,** continuity, resigned to enter private agency work in Beaumont, Tex.

Jack Williams, publicity manager, KDKA Pittsburgh, Pa., to WBZ and WBZA Boston-Springfield, Mass., as advertising and sales promotion manager, effective Oct. 21. He succeeds **Roy Schwartz,** resigned to join radio station in Philadelphia.

Joanne C. Kubeja, traffic manager, WLEE Richmond, Va., to WKRC Cincinnati Ohio, in similar capacity.

John D. Maloy, programming chief, WNAC Boston-Lawrence, Mass., and Yankee Network, takes on additional duties as director of programs and special events.

Burke Ormsby, program director, KTNT-TV Tacoma, Wash., to KFSD San Diego, Calif., in similar capacity.

Dave Moss, formerly with WIS and WMSC, both Columbia, S. C., in sales and programming, to WKDN Camden, N. J., as program director and account executive.

Austin Heywood, assistant director of press information and audience promotion, KNXT (TV) Los Angeles, named director of sales promotion and press information, succeeding **Dean Linger,** resigned.

John Michels, announcer, WAMS Wilmington, Del., to WTOW Towson, Md., as chief announcer and production director.

William R. Nutt, to KGW-AM-TV Portland, Ore., as promotion and publicity director.

Marjorie Thomas, formerly trade publicist, McCadden Corp. and UPA Pictures, to KRHM-FM Los Angeles as director of publicity and public relations.

Charles Wood, announcer-producer, U. S. Army band, to WGMS Washington as special assistant to president-general manager.

Gil Schneider, program director, KGEO-TV Enid, Okla., to WTVT (TV) Tampa, Fla., as director. **Pegge Anderson,** traffic manager, WANE-TV Fort Wayne, Ind., joins WTVT in similar capacity and **Roger Ready,** WIBW-TV Topeka, Kans., and **Ed Scott,** KDUB-TV Lubbock, Tex., become WTVT announcers.

Harriet Baker, formerly with WNAC-TV Boston, to WILD, same city, as sales service coordinator.

John McArdle, former NBC-TV account executive in spot sales and later with network's *Today* and CBS-TV's *Good Morning* shows, to WABD (TV) New York as account executive.

Justin Cassidy promoted from sales service manager to account executive at WBBM-TV Chicago. **Arthur DeCaster** succeeds him.

William Hughes, formerly account executive, Floyd F. Mellen Adv. agency, Omaha, to KMTV (TV), same city, as account executive.

Warner Leeds, KTLN Denver, Colo., to KOSI, same city, as account executive.

Ron McCoy, sales manager, KMUR Murray, to KLUB Salt Lake City, both Utah, as disc jockey and account executive, succeeding **Paul Coburn,** resigned.

Jack Miller, formerly assistant general manager, KTUR Denver, to KYA San Francisco as southern California sales representative.

Paul Sampson, jazz authority, to WGMS Washington as host of Saturday night *Jazz in Review.*

Bill Hamaker, recent graduate of Kent State U., to WCMW Canton, Ohio, as host of *Tip Top Tunes.*

Ted Weems, band leader, to KIXL-AM-FM Dallas, Tex., as m.c. of three-hour recorded music show.

Wellington (Bud) Sawyer, promotion department, *Tv Guide,* Boston, to WAAB Worcester, Mass., as m.c., plus additional duties in promotion and with station's mobile unit.

Doug Adair, announcer, WHIO-TV Dayton, to WJW-TV Cleveland, both Ohio, in similar capacity.

Clayton Phyllis Fritchey, feature writer, editorial page assistant and church editor, *Northern Virginia Sun,* Arlington, Va., to WWDC Washington as *Steve Allison Show* producer.

Gerald Roche, in ABC-TV network sales management training program since June 1956, promoted to sales staff of WABC-TV New York.

Herbert E. Cashner, Dant & Russell Inc. (producers and vendors of lumber and plywood) central Ohio offices, sales representative, to WRFD Worthington, Ohio, as account executive.

Roger Sheldon, formerly general sales manager, KFMU-FM Los Angeles, to KFMB San Diego sales staff.

Jim McGovern, news director, WISN Milwaukee, Wis., and **Bob Watson,** WCIA (TV) Champaign Ill., to KSTP-TV St. Paul, Minn., news staff.

Mary Ann D'Agostine joins WCUE Akron, Ohio, as receptionist, succeeding **Janet DeCapito,** who moves to West Coast.

Howard Stanley, manager and sales manager, WAVY Portsmouth, Va., elected president, Advertising Club of Norfolk.

Cal Smith, station manager-program director, KROC Rochester, Minn., resigns to become manager of Mayo Civic Auditorium, same city, effective Nov. 1. Mr. Smith has been associated with Southern Minnesota Broadcasting Co., owners and operators of KROC, in various capacities for past 21 years.

Gregory Olberding, public relations director, WKRC-TV Cincinnati, Ohio, father of girl, Louise, Sept. 23.

REPRESENTATIVES

◄ **Richard Kelliher,** formerly with Headley-Reed, S. F., to Adam Young Inc. as manager of S. F. office. He succeeds **Chuck Christianson,** who resigned to become station manager of KRUX Phoenix [PEOPLE, Sept. 16]. **Clayton Braun,** formerly with ABC West Coast continuity acceptance, L. A., to Adam Young Inc.'s office in that city.

John J. Murphy Jr., NBC-TV salesman, to NBC Television Spot Sales in similar capacity.

Frederick Wilson Smith, radio account executive, to William G. Rambeau & Co., N. Y., sales staff.

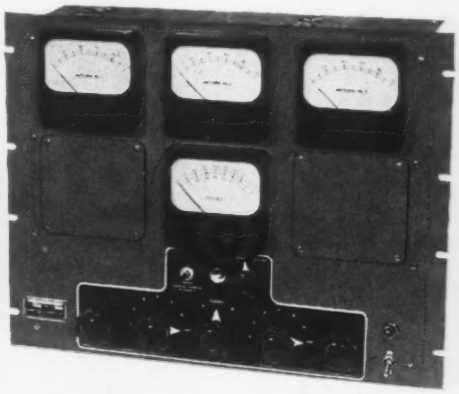
PROGRAM SERVICES

John M. Ahern, David A. Davies, Charles T. Gunn and **William R. Muenster,** client service department, A. C. Nielsen & Co., Chicago, named account executives.

Diana Stark, network liaison, *Tv Guide*, N. Y., named middle Atlantic region promotion representative, with headquarters in New York. **Elizabeth A. Troughton,** promotion representative, *Tv Guide,* named promotion representative for midwest region, headquartering in Chicago.

KXLA WEAV KGHM KMYR WKMH KGAK WHKY WEBK
KRAI CKEN KHUM WDIX WBNX WRUN WCTA WCBI
WINX WBRD WGMS WCED WCHV WAYE WGSA WIBG KPMC WDAS WMIR WMAL KIOA KURV WXIW WHLM KNOX WMYR WFIG WTTM KQV KATZ KCHJ WTAQ
WPON KELP KOGL WOKE WTAG KSPC WMAY WMIC KBEC WGGH CKMR WEMP KWEW

NEMS-CLARKE MODEL 108 PHASE METER



The Model 108 Phase Meter is an instrument designed to provide an indication of the phase relations in directional antenna systems. Each instrument is tailored for the particular installation and usually incorporates provision for indicating the relative amplitudes of the currents in the various antennas, as well as the phase relation. The Model 108 Phase Meter has found its principal use in broadcast stations employing directional antennas, but its wide frequency range makes it readily adaptable for other applications.

The popularity of the Model 108 Phase Meter is proven by the vast number now in use.

NEMS • CLARKE
A DIVISION OF VITRO CORP. OF AMERICA
919 JESUP-BLAIR DRIVE
SILVER SPRING, MARYLAND
Write Dept. F-1 for further information

OUR EXPERIENCE IS YOUR KEY TO
SERVICE & DEPENDABILITY

Ecco Film Cleaner

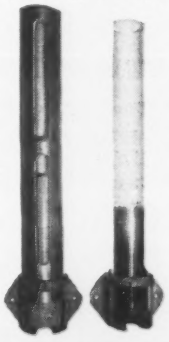
Ecco No. 1500 Speedroll Applicator—an efficient time-saving method to clean film $29.50
Ecco No. 1500 cleaning fluid per gal. 9.60
Ecco No. 2000 Negative film cleaning fluid per gal. 6.50

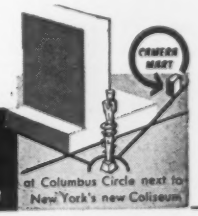
Camart Car Top Clamps

Insure a steady tripod support for your newsreel camera when atop a station wagon or car platform. Heavy bronze construction. Weatherproof. Set of three $28.00

Camart Core Dispenser

Attach to wall or on table, keeps cores handy at all times.
Plastic Clear Vue
16" $12.50
Aluminum
16" ..... $ 9.50
24" 11.50
26" 14.50
Easily adjustable for 16 and 35mm.





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DETROIT
BASIC NBC AFFILIATE
FIRST IN DETROIT
• PROGRAMMING
• EXPERIENCE
• SALES RESULTS
ASK DETROITERS!
WORLD'S FIRST RADIO STATION
Owned and Operated by THE DETROIT NEWS
National Representatives:
PETERS, GRIFFIN, WOODWARD, INC.

A HAZARD THAT NEVER SLEEPS
A daily occurrence — Radio and TV Stations are accused of
LIBEL — SLANDER
PIRACY — PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION
through act of station, staff, announcer, speaker, talent, commentator, sponsor.
THE SPOKEN WORD IS MASTER!
BUT you can INSURE
against embarrassing loss by having our unique
Excess Policy
at amazingly low cost.
Write for details and rates
EMPLOYERS REINSURANCE CORPORATION
21 WEST TENTH STREET
KANSAS CITY, MO.
New York, 107 William St. · Chicago 175 W. Jackson · San Francisco 100 Bush St.

THE CBS Foundation launched the semester for its eight news and public affairs fellows studying at Columbia U. with a banquet at CBS headquarters in New York. Diners were (seated l to r) John M. Patterson, WDBJ-AM-TV Roanoke, Va.; Ernest F. Andrews, Dept. of Journalism, State U. of Iowa; Avram Westin, CBS News and Public Affairs; Joseph L. Morrison, School of Journalism, U. of North Carolina; Robert B. Taber, CBS News; William Ray Mofield, WPAD Paducah, Ky., all CBS Foundation fellows; (standing l to r) William B. Crawford, CBS News and foundation fellow; Louis G. Cowan, CBS vice president-creative services; Dr. Henry F. Graff, Dept. of History, Columbia U., and liaison with CBS fellows; Merle S. Jones, president, CBS Television; Ralph F. Colin, president, CBS Foundation, and member of Rosenman, Goldmark, Colin & Kaye, CBS counsel; Sig Mickelson, CBS vice president in charge of news and public affairs; Arthur Hull Hayes, president, CBS Radio; Irving Gitlin, CBS public affairs director; William A. Eames, KBOI-AM-TV Boise, Idaho, and foundation fellow, and William C. Ackerman, executive director of the foundation. John F. Day, CBS News director, attended the dinner but is not in the picture.

William P. Montague, 58, editor-in-chief of Hearst Metrotone News, died of cancer Oct. 6.

James Heaton, news director, KVGB Great Bend, Kan., elected chairman of Kansas Associated Press Radio Assn., succeeding **Robert Schmidt,** general manager, KAYS Hays, Kan.

EDUCATION

Dr. Jack W. Warfield, tv director, KTLA (TV) Los Angeles, to U. of Southern California as assistant director of telecommunications.

Robert K. Clark, announcer, WSYB Rutland, Vt., to U. of Tennessee, as radio and film writer-producer.

MANUFACTURING

Harold G. Towlson, manager of broadcast transmitter engineering, General Electric, Syracuse, N. Y., named manager of engineering for GE's technical products department. He succeeds **C. G. Lloyd,** who has been appointed general manager of specialty electronic components department in Auburn, N. Y.

Joseph A. Haimes, previously administrator of equipment promotion, receiving tube marketing activity for RCA, appointed promotion manager, RCA semiconductor division.

Rolland V. Robison, sales engineer, Sylvania Electric Products' semiconductor division, appointed product manager of semiconductor sales.

Edward Link, formerly regional sales manager, Mitchell Mfg. Co., Chicago, to Emerson Radio & Phonograph Corp. as midwest district manager.

Robert E. Giannini, district sales manager for General Electric distributor sales of electronic tubes and other components since 1951, succeeds late **W. C. Walsh** as western regional manager for department.

Martin I. Stoller, marketing executive with Young & Rubicam, to Fairchild Recording Equipment Co., Long Island City, N. Y., as manager of marketing.

George C. Hoberg, associate director of engineering, Burroughs Corp., to RCA as manager of special data-processing equipment engineering.

VOICE OF THE PEOPLE
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

Robert W. Cochran, radio-tv broadcast equipment sales specialist, General Electric, Syracuse, N. Y., named district sales manager for radio and tv broadcast equipment in company's L. A. office, covering southwest U. S. He succeeds **F. R. Walker,** who moves to GE closed-circuit tv sales.

Robert J. Higgins, formerly advertising and sales promotion director, Stuart F. Louchheim Co., Philadelphia, to Sylvania Electric Products as advertising supervisor of hi fi phonographs and radios.

Jose D. Dominguez, president, Puerto Rico Telephone Co., San Juan, to International Telephone & Telegraph Corp., N. Y., as executive engineer for telephone and radio operating department.

Edward Alpert, assistant product planning manager, Raytheon Mfg. Co., Waltham, Mass., and **Joseph J. Sedik,** chief communications systems engineer, promoted to communications field sales administrator and communications product planning manager, respectively, in commercial equipment division.

Raymond P. Rivoli, formerly sales representative for Reynolds Metals Co., to Sylvania Electric Products, N. Y., electronic product sales department.

GOVERNMENT

Joseph M. Sitrick, legislative assistant to FCC chairman, named security officer in addition to other duties. He succeeds **Edgar W. Holtz,** FCC associate general counsel, who has been acting security officer.

INTERNATIONAL

Victor F. Davies appointed director of accounting services, Canadian Broadcasting Corp., Ottawa.

Wes Armstrong, Toronto radio veteran, to CHUM, same city. **Phil Ladd,** program director and host, *The Morning Show*, resigns duties as announcer and is succeeded by **Al Boliska** on *The Morning Show*.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y
All Inquiries Confidential

INTERNATIONAL

CBC Board Recommends Two New Ams, Two Tvs

Two new radio and two new television stations and numerous power increases were recommended by the Canadian Broadcasting Corp. board of governors at its meeting at Ottawa on Sept. 30. As a result, radio and tv stations will be built in new mining areas in northern Ontario.

Thomas C. Nash has been recommended for a 1-kw station on 730 kc at Blind River, Ont., site of Canada's largest uranium mining development on the north shore of Lake Huron. CKSO Sudbury, Ont., was turned down for a station at nearby Elliott Lake, but recently began operation of a satellite tv station (CKSO-TV-1) at Elliott Lake uranium mining town site.

A new radio daytime station has been recommended at Welland, Ont., near Niagara Falls, for Gordon W. Burnett, with 500 w on 1470 kc. The station must broadcast 20% of its programs in French.

Yorkton Television Co. has been recommended for a tv station with 5 kw video and 2.5 kw audio power on ch 3 at Yorkton, Sask. CFCL-TV Timmins, Ont., has been recommended for a satellite tv station on ch 12 with 3.52 kw video and 1.76 kw audio power at a new mining development at Elk Lake, Ont. Satellite operation will be permitted until an application is made for an independent station at Elk Lake.

CKCO-TV Kitchener, Ont., has been recommended for a power increase on ch 13 from 31.4 kw video and 16.9 kw audio to 100 kw video and 54.4 kw audio with antenna remaining at 928 feet above average terrain. CJCB-TV Sydney, N.S., has been denied operation of a satellite transmitter with 20 kw video and 10 kw audio power on ch 6 at Inverness, N.S.

CKVL Verdun, Que., a suburb of Montreal, has been recommended for a power increase from 10 kw to 50 kw daytime and 10 kw nights on 850 kc. The station assured the CBC board it would undertake corrective measures regarding interference with other Montreal stations. CKVL becomes the third 50-kw station and the first such independently-owned station in the Montreal area.

CKLC Kingston, Ont., had its power upped from 1 kw to 5 kw on 1380 kc; CHAB Moose Jaw, Sask., from 5 kw to 10 kw day and 5 kw night on 800 kc; CKBB Barrie, Ont., from 250 w on 1230 kc to 5 kw on 950 kc, with change of transmitter site; CJMT Chicoutimi, Que., from 250 w on 1450 kc to 1 kw on 1420 kc.

CKTS and CHLT Sherbrooke, Que., have been recommended for some operating changes. CKTS will increase power from 250 w to 5 kw and move from 1240 kc to 630 kc., changing its transmitter site. It will allow CHLT, affiliated station, to operate from its transmitter and on its frequency in French, while CKTS will broadcast in English from CHLT's 1-kw transmitter on 900 kc.

A large number of stations were granted permission to transfer shares in their companies and a number were allowed to change corporate name without change of ownership.

. . . the tower with the SALESpower in Oklahoma!

ONE OF THE
FIRST 100 MARKETS
QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
WHBF
RADIO & TELEVISION
COMING!
Greatly Expanded TV Coverage from a New 1000 ft. Tower
CBS
REPRESENTED BY AVERY-KNODEL, INC.

Favorable Decision on Tv Anticipated by West Germans

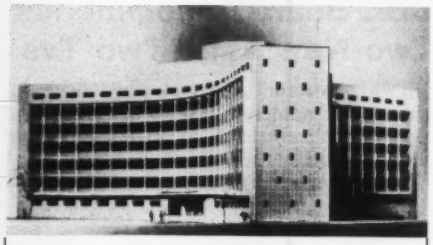
Anticipating an early and favorable court decision in the suit to bring private broadcasting to West Germany, interested parties have made plans to apply for the country's first private television station. Industry and advertiser interests are preparing, it has been reported, to launch a special organization, Free Television Ltd.

There have been indications that any tv application by Free Television Ltd. would be favorably received. The Postal Ministry's denial of applications recently by existing semi-official stations for remaining uhf channels (all v's have been taken) was interpreted to mean that the government would look with favor on private applications, should they become possible.

Allied with newspapers, advertising industrial interests in the push for private broadcasting in Germany are tv set manufacturers. They have attributed decreasing set sales to scarcity of programming, a situation they feel would be alleviated by private stations offering viewers a choice of fare. Private broadcasting advocates have given 1960, or possibly 1959, as target dates to be hoped for in getting independent government stations on the air.

Meanwhile existing stations have announced plans for a possible "second program" which would be noncommercial and augment present schedules.

Two more of the semiofficial organizations have announced they will add commercial segments to their otherwise noncommercial tv programming. South West German Radio and Hesse Radio will carry commercial programming of Bavarian Radio, adding local spots, in the same manner that Radio Free Berlin picks up BR's commercial half-hour daily. This is the advertising formula being contested in court by German newspaper publishers who say that Bavarian Radio and others carrying commercials have no right to invade private enterprise, since they are public institutions and enjoy broadcast monopolies.



MODEL shows the new head office of Canadian Broadcasting Corp. being built on Riverside Drive, Ottawa, for completion in 1960. Construction on the eight-story building is to start early in 1958. The building will be in "Y" shape, with the three wings equally spaced, and will contain offices as well as studios and viewing, audition and conference rooms.

Canadian Tv Sets Sales Drop During First Seven Months

Sales of television sets dropped for the first seven months of 1957 in Canada, from 252,227 in the January-July 1956 period, to 194,155 this year. At the same time, Electronic Industries Assn. (formerly RETMA) of Canada reported that sales of radio receivers in this period increased from 275,877 sets in the 1956 period to 293,261 this year.

Of the total sales of tv sets in the first seven months of this year, 74,256 sets were sold in the province of Ontario, 53,814 in Quebec province and 16,641 in British Columbia, with the balance in the remaining seven provinces.

Almost half the radio sets were sold in the province of Ontario, accounting for 135,680 sets in the January-July period. Quebec province accounted for 66,782 sets, and British Columbia 23,710. Of the total of radio receivers sold in all Canada, 81,036 were automobile sets, slightly more than the 79,789 such sets sold in the same period last year.

Mexican Station Beams to U. S.

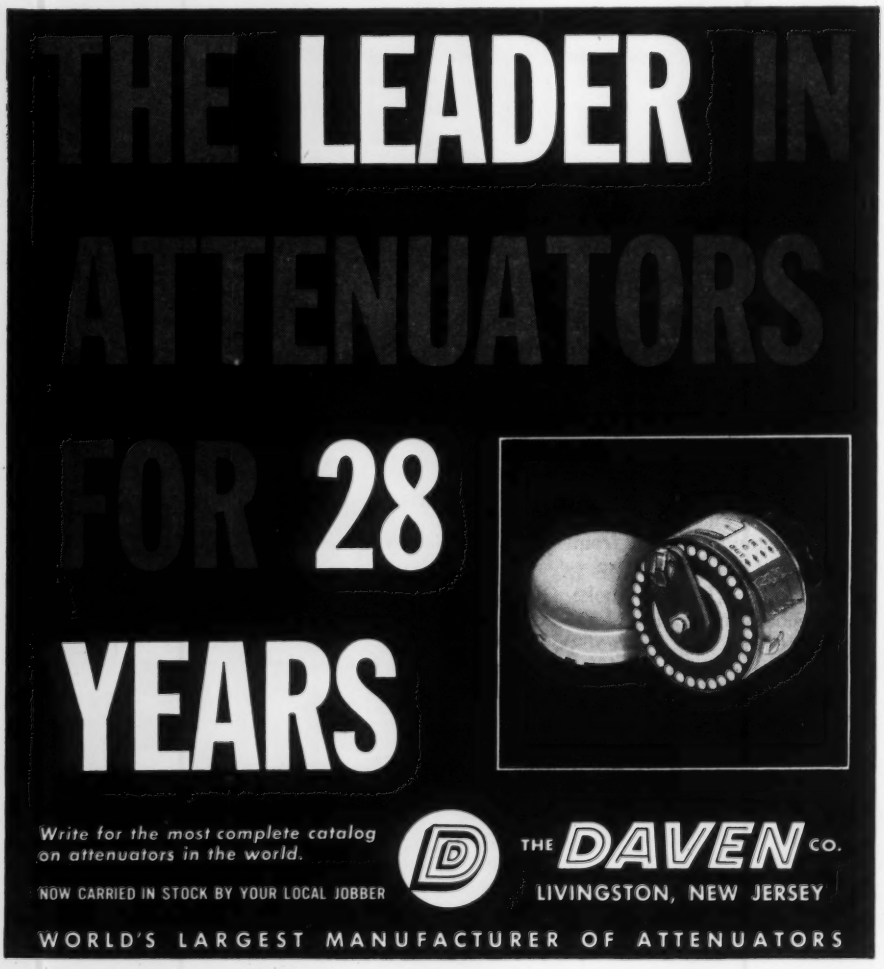
XEM-TV, licensed to Mexicali, Mexico, began operations Oct. 1, telecasting primarily in English for California's Imperial and Coachella Valleys. The station (ch. 3, 100 kw) has a studio and office in El Centro, Calif. XEM-TV, an independent, is represented by National Time Sales in New York and Chicago and Harlan G. Oakes & Assoc. in Los Angeles and San Francisco. Maximum one time hourly rate is $200.

European Sea Link Predicted

A prediction that eventually underseas telephone cables will link Europe and the U. S. for tv programming was made Tuesday in Washington by Frederick R. Kappel, president of American Telephone & Telegraph Co., during ceremonies opening a new $37 million cable to Hawaii. He said contracts had been signed to start another cable to Europe, but indicated this one would not handle tv.

INTERNATIONAL SHORT

Canadian Government's Dominion Bureau of Statistics, Ottawa, Ont., reports Canadian tv film production in 1956 was greater than in 1955. Tv films of five minutes duration or longer produced last year totalled 378 as compared with 338 in 1955. Approximately 2,153 television commercials were produced in Canada last year as compared with 1,334 in 1955; 562 newsreel stories were filmed last year for television as against 385 in 1955.


THE LEADER IN
ATTENUATORS
FOR 28
YEARS
Write for the most complete catalog on attenuators in the world.
NOW CARRIED IN STOCK BY YOUR LOCAL JOBBER
THE DAVEN CO.
LIVINGSTON, NEW JERSEY
WORLD'S LARGEST MANUFACTURER OF ATTENUATORS

Station Authorizations, Applications

(As Compiled by Broadcasting)

October 3 through October 9

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

Am-Fm Summary through Oct. 9

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,024	3,010	298	447	144
Fm	539	519	70	83	0

FCC Commercial Station Authorizations

As of Aug. 31, 1957 *

	Am	Fm	Tv
Licensed (all on air)	3,068	520	365
Cps on air	3,113	532	528
Cps not on air	148	30	133
Total authorized	3,261	562	661
Applications in hearing	155	12	82
New stations requests	340	37	77
New station bids in hearing	109	5	46
Facilities change requests	195	15	47
Total applications pending	1,118	148	382
Licenses deleted in Aug.	0	2	0
Cps deleted in Aug.	2	0	1

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary through Oct. 9

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	401	87	488[1]
Noncomm. Education	19	5	24[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	363	328	691[1]
Noncomm. Educational	28	21	49[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,127	337	874	590	1,462[3]
Noncomm. Educ.	68		38	33	68[4]
Total	1,195	337	912	623	1,530[5]

[1] 177 cps (33 vhf, 144 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 48 already granted.
[5] Includes 725 already granted.

New Tv Stations

APPLICATIONS

Presque Isle, Me.—Murray Carpenter & Assoc., vhf ch. 10 (192-198 mc); ERP 15.35 kw vis., 7.52 kw aur.; ant. height above average terrain 409 ft., above ground 99 ft. Estimated construction cost $31,300, first year operating cost $55,000, revenue $70,000. P. O. address Box 732, Bangor, Me. Studio and trans. location Presque Isle, Me. Geographic coordinates 46° 43′ 36″ N. Lat., 67° 55′ 45″ W. Long. Trans., ant. RCA. Legal counsel Pierson, Ball & Dowd, Washington, D. C. Consulting engineer Page, Creutz, Steel & Waldschmitt, Washington, D. C. Owners are **Murray Carpenter** (87%) and others. Mr. Carpenter is owner (with wife) of **WTWO (TV) Bangor, Me.** Announced Oct. 8.

International Falls, Minn.—Minneonto Television Inc., vhf ch. 11 (198-204 mc); ERP 1.59 kw vis., .794 kw aur.; ant. height above average terrain 305 ft., above ground 320 ft. Estimated construction cost $114,857, first year operating cost $56,253, revenue $60,000. P. O. address Chamber of Commerce Bldg., 2nd Ave. & 4th St., International Falls, Minn. Studio and trans. location International Falls, Minn. Geographic coordinates 48° 36′ 08″ N. Lat., 93° 23′ 35″ W. Long. Trans. Du Mont, ant. Prodelin. Legal counsel Spearman & Roberson, Washington, D. C. Consulting engineer William S. Sadler, St. Paul, Minn. This proposed station is general community project. Approximately 2,700 persons have subscribed to one share of stock each (in some cases this may have been two or three shares). No one person has as much as one half of one per cent interest. **LeRoy E. Phaklides** is president; **Marie Carlson** is secretary; **Martin I. Narbo** is treasurer. Mr. Phaklides is employed by **Minn. and Ontario Paper Co., International Falls;** Mr. Narbo is teacher; Marie Carlson is empolyed by **Falls Credit Bureau.** Announced Oct. 9.

Existing Tv Stations

ACTIONS BY FCC

CALL LETTERS ASSIGNED

KOPR-TV Butte, Mont.—Copper Bcstg. Co., ch. 6.

KMVA-TV Victoria, Tex.—Alkek Television Co., ch. 19.

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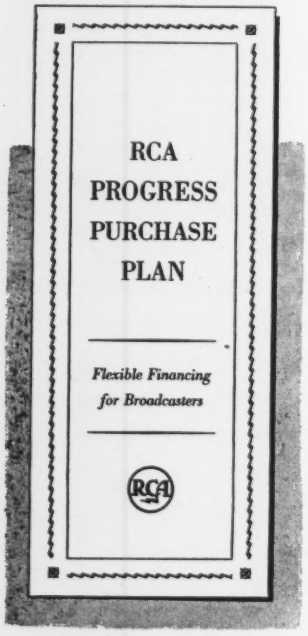

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Translators

ACTIONS BY FCC

Translator Tv Bcstg. Coop. Inc., Rock Springs, Wyo.—Granted cp for new tv translator station to operate on ch. 82 to translate programs of **KUTV (ch. 2) Salt Lake City, Utah.** Announced Oct. 9.

New Am Stations

APPLICATIONS

Anderson, Calif.—Universal Electronics Network, 1580 kc, 1 kw D. P. O. address John F. Carter, 100 Montgomery St., San Francisco, Calif. Estimated construction cost $27,219, first year operating cost $24,000, revenue $45,000. Owners are **Dante P. Lembi** and **Louis O. Kelso** (each 50%). Mr. Lembi is investment and property management expert; Mr. Kelso is attorney. Announced Oct. 8.

Hamden, Conn.—Vincent De Laurentis, 1220 kc, 250 w D. P. O. address Avon Drive, Orange, Conn. Estimated construction cost $30,116, first year operating cost $65,000, revenue $72,500. **Mr. De Laurentis** is sole owner. He is 5% owner of **WHAY New Britain, Conn.,** to be disposed upon grant of this cp. Announced Oct. 9.

Saxonville, Mass.—Consolidated Bcstg. Industries Inc., 1550 kc, 5 kw D. P. O. address John MacLellan, 27 Elmfield Rd., Framingham, Mass. Estimated construction cost $16,487, first year operating cost $41,000, revenue $55,000. Owners are **John MacLellan, Richard O'Connor** (each 47.5%) and **S. Myron Klarfeld** (5%). Mr. MacLellan is announcer **WCOP Boston, Mass.,** and 47.5% owner of **Nelscott Assoc.,** advertising and sales. Mr. O'Connor is staffer of **WCRB Boston** and 50% partner in **WRSA Saratoga Springs, N. Y.** Mr. Klarfeld is attorney. Announced Oct. 9.

Sapulpa, Okla.—Creek County Bcstg. Co., 1270 kc, 500 w D. P. O. address Box 175, Guymon, Okla. Estimated construction cost $18,445, first year operating cost $45,000, revenue $60,000. **T. M. Raburn Jr.** is sole owner. Mr. Raburn owns 40% of **KGYN Guymon, Okla.** Announced Oct. 8.

Existing Am Stations

ACTIONS BY FCC

CALL LETTERS ASSIGNED

WRBS Tuscaloosa, Ala.—Better Radio Stations Co., 790 kc.

KOWN Escondido, Calif.—Palomar Bcstg. Co., 1450 kc.

KZIN Coeur D'Alene, Idaho—Radio Actives, 1050 kc.

WAMV East St. Louis, Ill.—Radio Missouri Corp., 1490 kc. Changed from WTMV.

KLUU Toledo, Ore.—Toledo Bcstrs., 1230 kc.

WDNT Dayton, Tenn.—Norman A. Thomas, 1280 kc.

WEER Warrenton, Va.—O. K. Bcstg. Corp.

New Fm Stations

ACTIONS BY FCC

Rand Bcstg. Co., Miami, Fla.—Granted cp for new Class B fm station to operate on ch. 260 (99.9 mc); ERP 105 kw; ant. 210 ft.; engineering conditions. Announced Oct. 9.

FM Bcstg Inc., Kansas City, Mo.—Granted cp for new Class B fm station to operate on ch. 227 (93.3 mc); ERP 35 kw, ant. 320 ft.; trans. to be operated by remote control. Announced Oct. 9.

Highland Bcstg. Corp., Peekskill, N. Y.—Granted 109.9 mc, 750 w unl. P. O. address Box 188, Peekskill. Estimated construction cost $19,076, first year operating cost $11,420, revenue $15,860. Highland Bcstg. licensee of **WLNA Peekskill,** will be owner. **Irving E. Cottrell** is Highland president. Announced Oct. 9.

Radio Station WABZ Inc., Albemarle, N. C.—Granted cp for new Class A fm station to operate on ch. 265 (100.9 mc); ERP 750 w; ant. 52 ft. Announced Oct. 9.

APPLICATIONS

La Habra, Calif.—William E. Clark, 95.9 mc, .483 kw unl. P. O. address 7973 DePalma Ave., Downey, Calif. Estimated construction cost $7,500, first year operating cost $7,000, revenue $7,000. **Mr. Clark,** sole owner, is in radio-tv sales and service. Announced Oct. 9.

Santa Maria, Calif.—John I. Groom and **James Hagerman,** 102.5 mc, 10.8 kw unl. P. O. address 510 West Morrison St., Santa Maria, Calif. Estimated construction cost $8,000, first year operating cost $1,000, revenue $5,000. Owners are Messrs. Groom and Hagerman (each 50%). They are also co-partners in **KSMA Santa Maria.** Announced Oct. 8.

Camden, N. J.—South Jersey Bcstg. Co., 106.9 mc, 9.6 kw unl. P. O. address 2881 Mt. Ephraim Ave., Camden 4, N. J. Estimated construction cost $10,000, first year operating cost $6,000, revenue $10,000. Owners are **Ranulf Compton** (34%), **Florence Compton** (20%) and others. Mr. Compton has had no other interests for past five years outside of **South Jersey Bcstg.,** licensee of **WKDN Camden** and permittee of ch. 17 Camden. Florence Compton is housewife. Announced Oct. 9.

Oklahoma City, Okla.—Capitol City Bcstg. Co., 98.9 mc, 11.1 kw unl. P. O. address 4516 North Libby, Oklahoma City, Okla. Estimated construction cost $5,875, first year operating cost $5,400, revenue $8,000. Owners are **Edwin Powell Nall** and **Charlene Nall** (each 50%). Mr. Nall is university athletic business manager; Charlene Nall is housewife. Announced Oct. 9.

Milwaukee, Wis.—Koeth Bcstg. Corp., 93.3 mc, 30.1 kw unl. P. O. address 4241 N. 73rd St., Milwaukee 16, Wis. Estimated construction cost $8,350, first year operating cost $16,000, revenue $18,000. Owners are **Hugo Koeth Jr.** (72%) and others. Mr. Koeth is general manager of **WFMR Milwaukee, Wis.** and president of **High Fidelity Bcstg. Corp., Milwaukee;** he has 57 shares in station. Announced Oct. 9.

Existing Fm Stations

ACTIONS BY FCC

CALL LETTERS ASSIGNED

KYA-FM San Francisco, Calif.—KYA Inc., 93.3 mc.

KSFR San Francisco, Calif.—Hanon Nathan Levi't, 94.9 mc.

WFSC-FM Franklin, N. C.—Macon County Bcstg. Co.

Ownership Changes

ACTIONS BY FCC

WMFJ Daytona Beach, Fla.—Granted transfer of negative control from **Harold Kaye** to **Robert Wasdon** and **Jack Siegel;** Kaye to sell his 50% interest to **Emil J. Arnold** (present half owner) and latter to sell 25% of then outstanding stock each to Wasdon and Siegel for $2,000 apiece. Announced Oct. 9.

KTAN Sherman, Tex.—Granted assignment of license from **J. L.** and **W. W. Groves** to **William J. Sample,** tr/as **Resort Bcstrs.;** consideration $40,000. Announced Oct. 9.

WRAD Radford, Va.—Granted (1) renewal of license and (2) assignment of license to **WRAD**

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*1956 ARB Continuing Readership Study

Bcstg. Co. (interest in **WWST Wooster, Ohio,** and **WTRF-TV Wheeling, W. Va.**); consideration $95,000. Announced Oct. 9.

KWLK Longview, Wash.—Granted assignment of license to **Triad Bcstg. Corp.** (**Morton Glant,** president); consideration $65,000. Announced Oct. 9.

APPLICATIONS

WDMF Buford, Ga.—Seeks assignment of license from **Gwinnett County Bcstg. Co.** to **Lake Lanier Bcstg. Co.** Corporate change. No control change. Announced Oct. 8.

Hearing Cases

INITIAL DECISIONS

Hearing Examiner Basil P. Cooper issued initial decision looking toward grant of application of **Nevada Radio-Television Inc.,** for new tv station to operate on ch. 10 in **Elko, Nev.** Announced Oct. 7.

Hearing Examiner Elizabeth C. Smith issued initial decision looking toward grant of application of **Jefferson Bcstg. Co. Inc.** for new am station to operate on 620 kc, 500 w, D, DA, in **Louisville, Ky.;** engineering condition. Announced Oct. 7.

Routine Roundup

ACTIONS BY FCC

PROCEEDING TO ELIMINATE TV ALLOCATION TABLE DISMISSED

By order, Commission withdrew its proposal and dismissed rule-making proceeding in Docket 12005 which, in general, proposed to allocate tv broadcast stations on basis of individual applications rather than on its present fixed table of channel assignments. Upon review of comments filed in this proceeding and further consideration of matter, Commission has concluded that proposed amendments should not be adopted at this time. The Television Allocations Study Organization is currently engaged in study with respect to possible basic changes in tv allocations structure, and Commission feels it would be inappropriate to adopt amendments proposed in this proceeding before TASO has issued its report and Commission shall have benefit of work now being done by that organization.

TV RULE MAKING FINALIZED

By report and order, Commission finalized rule making in Docket 12134 and amended its tv table of assignments as follows, effective Nov. 15: made **South Bend-Elkhart, Ind.,** a hyphenated area instead of separate communities; substituted ch. 79 for ch. 22 in **Waukegan, Ill.,** and gave latter channel to **South Bend-Elkhart;** ch. 83 for ch. 28 in **Elgin, Ill.,** and gave latter channel to **South Bend-Elkhart;** ch. 40 for ch. 42 in **Benton Harbor, Mich.,** ch. 46 for ch. 36 in **Kalamazoo, Mich.;** deleted **South Bend's** chs. 34, *40 (educational) and 46, and made ch. *52 (now commercial in **Elkhart**) available for educational use in **South Bend-Elkhart;** and added **Plymouth, Ind.,** to tv table and assigned it ch. 34. **South Bend-Elkhart** will now have chs. 16, 22, 28, and *52 (educational). At same time, it modified licenses of **Truth Publishing Co. Inc.** to specify operation of **WSJV** on ch. 28 instead of ch. 52 in **Elkhart,** and of **South Bend Tribune** to specify operation of **WSBT-TV** on ch. 22 instead of ch. 34 in **South Bend;** but construction looking to change of these operations shall not commence until specifically authorized by Commission after submission of requested information from the licensees.

BROADCAST ACTION

By memorandum opinion and order, Commission denied petitions by **Mid-America Bcstg. Corp. (WKLO-TV** [ch. 21] **Louisville, Ky.),** and **American Bcstg.-Paramount Theatres Inc.** to intervene in proceeding which ordered **Evansville Television Inc.** to show cause why its authorization for station **WTVW Evansville, Ind.** should not be modified to specify operation on ch. 31 in lieu of ch. 7. Announced Oct. 9.

KHUM-TV Eureka, Calif.—Granted mod. of cp to change from ch. 13 to ch. 6; change studio and trans. location; increase ERP from 3.98 kw vis. and 2.4 kw aur. to 14.8 kw vis. and 7.4 kw aur.; increase ant. height from minus 70 ft. to 460 ft.; install new trans. and ant. systems and make other equipment changes. Announced Oct. 9.

KYAT San Diego, Calif.—Is being advised that, unless within 20 days it requests hearing, its application for additional time to complete construction of tv station authorized for ch. 13 **Yuma, Ariz.,** will be dismissed, cp will be cancelled, and call letters deleted. Announced Oct. 9.

David M. Segal, Boulder, Colo.—Designated for consolidated hearing applications for new am stations to operate on 1360 kc, D; Segal with power of 500 w, and Prather 1 kw; made **KDEN Denver** party to proceeding. Announced Oct. 9.

WTVW (TV) Evansville, Ind.—By letter, denied petition by **Mid-America Bcstg. Corp. (WKLO-TV** [ch. 21] **Louisville, Ky.,** seeking revocation of **WTVW (TV)** (ch. 7); directed latter to file application for consent to transfer of control pursuant to voting trust agreement of June 12, 1956. Announced Oct. 9.

WWVR Terre Haute, Ind.—By letter, granted application for extension of time to March 10, 1958 to complete construction of new am station; denied petition of **Paul Dean** and **Eleanor Ford,** minority stockholders, to deny application or to designate it for hearing. Announced Oct. 9.

Grady M. Sinyard, Vanceburg, Ky.—Designated for consolidated hearing applications for new am stations to operate on 1570 kc, 250 w, D. Announced Oct. 9.

Chinook Television Co., Yakima, Wash.—Designated for hearing application for cp to replace expired permit for new tv station on ch. 23. Announced Oct. 9.

ACTIONS IN DOCKET CASES

Commission announced its memorandum opinion and order of Oct. 2 denying petition for rehearing filed by **Rounsaville of Charlotte, Inc. (WOBS) Jacksonville, Fla.,** directed to Commission's Feb. 27 decision granting in part application of **Brennan Bcstg. Co.** for new am station to operate on 690 kc, 25 kw, D, in **Jacksonville,** and retaining in hearing status nighttime portion of application. Comr. Ford abstained from voting.

By order of Oct. 9, Commission denied petition by **The Bessemer Bcstg. Co., Inc. (WBCO) Bessemer, Ala.,** for enlargement of issues in am proceeding on its application and that of **Jefferson Radio Co., Irondale, Ala.,** involving use of 1480 kc.

By order of Oct. 9, Commission denied petition by **Community Bcstg. Service Inc. (WBBZ) Vineland, N. J.,** for partial reconsideration of order designating for hearing application of **The Delsea Bcstrs.** for new am station **(WDVL)** to operate on 1270 kc, 500 w, D, DA, in **Vineland,** insofar as that order failed to postpone effective date of Feb. 20 grant of Delsea application, failed to place burden of proof on applicant, and failed to strike certain allegations from applicant's opposition to WBBZ protest. By memorandum opinion and order of same date, Commission denied petition and supplement by WBBZ to enlarge issues in this proceeding.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham on the dates shown:

Ordered that hearings are scheduled to commence on dates shown in following proceedings:

Atlantic Coast Bcstg. Corp. of **Charleston (WTMA-TV) Charleston, S. C.,** for cp for new tv station to operate on ch. 4, on Nov. 4; **Capitol Bcstg. Co. (WJTV) Jackson, Miss.,** for mod. of cp (ch. 12), on Nov. 5; **American Colonial Bcstg. Corp. (WKBM-TV) Caguas, P. R.,** for mod. of cp (ch. 11), **KTAG Associates (KTAG-TV) Lakes Charles, La.,** for mod. of cp (ch. 25 to 3) and **Evangeline Bcstg. Co. Inc.** and **Acadian Television Corp.,** for cps for new tv stations to operate on ch. 3 in **Lafayette, La.,** on Nov. 6; am applications of **Radio St. Croix, Inc., New Richmond, Wis., et al.,** on Nov 25 (Actions Sept. 27).

By memorandum opinion and order, denied petition of **Frontier Bcstg Co.** requesting that it be accorded status of party-intervenor as well as comparative applicant in proceeding on its application and that of **Western Nebraska Television Inc.** for cps for new tv stations to operate on ch. 13 in **Alliance, Nebr.** (Action Oct. 2).

By Hearing Examiner Herbert Sharfman on the dates shown:

Ordered that hearing scheduled for Oct. 7 is continued to date to be subsequently fixed, and that in accordance with arrangements made at further prehearing conference of Sept. 27, further prehearing conference was held on Oct. 7 re am application of **North American Bcstg. Co. (WMNI) Columbus, Ohio** (Action Sept. 39).

Granted request of counsel for **The Westport Bcstg. Co., Westport, Conn.,** made at oral argument Oct. 2, that he be permitted to file by Oct. 23 a reply and accompanying engineering affidavit to Broadcast Bureau's opposition to Westport's motion for leave to amend its am application, and that additional oral argument on motion for leave to amend and related pleadings will be held on date to be set (Action Oct. 2).

By Hearing Examiner Thomas H. Donahue on Oct. 1:

Issued order following prehearing conference and pursuant to agreements reached and rulings made, ordered that formal hearing shall commence on Nov. 7 re applications of **Jack A. Burnett** and **United Telecasting and Radio Co.,** for cps for new tv stations to operate on ch. 9 in **Ogden, Utah.**

BY COMMISSION

By order of Oct. 2, Commission extended time to Oct. 21 to file reply comments in "split channel" proceeding Dockets 11959 (Part 2), 11992-3 (Part 16), 11994 (Part 19), and 11995 (Subparts G and H of Part 21); **Vocaline Company of America Inc.** petitioned for such extension in Dockets 11959, 11994 and 11995.

By Commissioner Rosel H. Hyde on Sept. 30:

Granted petitions of **Lake Huron Bcstg. Corp., W. S. Butterfield Theatres Inc.** and **Trebit Corp.** to the extent that time for filing exceptions to supplemental initial decision in ch. 12 proceeding, **Flint, Mich.,** is extended to Oct. 22.

By Chief Hearing Examiner James D. Cunningham on Oct. 2:

Granted petitions of **Gold Coast Radio Inc.** and **Lawrence J. Plym** for dismissal without prejudice of their am applications, and retained in hearing status application of **Gold Coast Bcstrs.** (all **Pompano Beach, Fla.**).

By Hearing Examiner H. Gifford Irion on Oct. 7:

On own motion, ordered that hearing scheduled for Oct. 9 is continued to Dec. 9 re am application of **Grand Haven Bcstg. Co. (WGHN) Grand Haven, Mich.**

By Hearing Examiner Elizabeth C. Smith on the dates shown:

Granted petition of **Mountain View Bcstg. Co., Jonesboro, Tenn.,** for continuance of hearing from Oct. 7 to Nov. 6 in proceeding on its am

Continued on page 115

BOXSCORE

STATUS of comparative hearing cases for new tv stations before FCC:

AWAITING FINAL DECISION: 1

Beaumont, Tex., ch. 6 (9-30-57).

AWAITING ORAL ARGUMENT: 7

(Figures in parentheses indicate dates initial decisions were issued.)

Coos Bay, Ore., ch. 16 (7-20-56); Hatfield, Ind.-Owensboro, Ky., ch. 9 (2-18-57); Onondaga-Parma, Mich., ch. 10 (3-7-57); Toledo, Ohio, ch. 11 (3-21-57); Cheboygan, Mich., ch. 4 (6-21-57); Buffalo, N. Y., ch. 7 (9-13-57); Lubbock, Tex., ch. 5 (9-9-57).

IN HEARING: 8

Mayaguez, P. R., ch. 3; Alliance, Neb., ch. 13 (6-6-57); Greenwood, Miss., ch. 6; Elk City, Okla., ch. 8; Ogden, Utah, ch. 9 (7-3-57); Baton Rouge, La., ch. 18 (7-11-57); Elko, Nev., ch. 10 (7-11-57); Beaumont-Port Arthur, Tex., ch. 12.

IN COURT: 5

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Portsmouth, Va., ch. 10; Miami, ch. 10; Knoxville, Tenn., ch. 10; St. Louis, ch. 11; Boston, ch. 5.

ALLEN KANDER
and Company
NEGOTIATORS FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS

WASHINGTON
1625 Eye Street, N.W.
Washington 6, D. C.
NAtional 8-1990

NEW YORK
60 East 42nd Street
New York 17, N. Y.
MUrray Hill 7-4242

CHICAGO
35 East Wacker Drive
Chicago 1, Illinois
RAndolph 6-6760

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

- **DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.**
- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.***
- **All other classifications 30¢ per word—*$4.00 minimum.* • DISPLAY ads $20.00 per inch.**
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

New station requires almost entire staff. Must be experienced. Need news man, disc jockeys, salesmen and continuity writer. News-men and **disc jockeys send tape with first letter. All tapes returned. All replies confidential.** Write **Box 214B, B•T.**

Our manager has bought his own radio station. He is taking our continuity man with him. One engineer-announcer is leaving for electronics school. We need one good manager, preferably from the southwest area, at a good salary and bonus with a limited stock purchase plan. We also need one continuity writer and one engineer-announcer to replace good man we hate to see leave us. Address all inquiries to Donald S. Bush, 216 Booker Building, Artesia, New Mexico. No phone calls please.

Management

Experienced manager interested in making limited investment in corporation operating regional station on the air one year. Excellent market. Located in midwest. Offering possibilities to aggressive, solid salesman who wants to work. Give qualifications in first letter. Box 498B, B•T.

Excellent opening for hardhitting sales manager on fulltime 250 local. Excellent market town of 30,000. Can progress to station manager. Furnish complete details in confidence. Box 521B, B•T.

Strong selling manager wanted for midwest kilowatt! Good deal for right man. Part ownership possible! Box 557B, B•T.

Expanding Florida stations. Desire station manager with proven sales record. Send complete details to Box 559B, B•T. All replies confidential.

Commercial manager. Good Salary plus commission for go-getter. Must be able to produce. Enterprising station in Tidewater area. WDDY, Gloucester, Va.

Sales

Fourth largest market on west coast needs high caliber **salesman with** plenty of drive. Top NBC affiliate has choice opening, for aggressive, experienced man. We do not want the hot shot. Excellent earnings and future available. Send complete resume, plus past years billing to Box 254B, B•T.

Northern Illinois. Strong indie. Top money and future for sales manager who loves to sell. Box 338B, B•T.

Excellent spot with top Indiana independent for hard hitting solid producing sales manager. Box 339B, B•T.

Needed. Well experienced salesman or sales manager for eastern North Carolina regional. Salary plus commission. Good opportunity for alert salesman. Send information including photo and references to Box 533B, B•T.

Salesman wanted: Experience desirable, not necessary. Must have neat appearance, intelligent, possess automobile and the drive and determination that refuses to take no for an answer. Salary, plus commission and expenses. Box 542B, B•T.

Young man, for new, progressive station in dry, healthy climate. Box 571B, B•T.

Unlimited opportunity for aggressive, imaginative salesman of executive caliber, with leading indie in Detroit. Box 587B, B•T.

Immediate sales opening, regional thousand-watter. Car a must. Large sales area. 26-year-old station. Apply letter only. WDEV, Waterbury, Vermont.

Salesman wanted for WTRA, Latrobe, Pennsylvania. For personal interview call WTRA, Keystone 7-3338.

Announcers

Pennsylvania chain needs experienced announcers. Good working conditions. 40-hour **week, paid vacation, time and half, $85 a week. Minimum one-year experience necessary. Excellent opportunities for advancement to executive position. Send tape, with news, commercials, and sample music program, plus resume and photograph. Box 274B, B•T.**

RADIO

Help Wanted—(Cont'd)

Announcers

Immediate opening for good, experienced **announcer with showmanship. $100 per week.** Central Nebraska. Excellent working conditions. **Box 428B, B•T.**

Florida top-notch pop DJ. $100 week to start. Additional income by selling. Send tape, resume, references first letter. Box 441B, B•T.

Combination man for morning duty eastern North Carolina network affiliate. Please send full particulars and tape. Box 531B, B•T.

Good combo strong on announcing needed soon. No maintenance. Audition tape and references should be sent immediately. Box 532B, B•T.

Ohio daytimer needs fulltime staff announcer. Small town market. Must have experience or schooling. Box 534B, B•T.

South Florida indie needs top afternoon man . . . no rock and roll hotshots . . . strong personality with solid experience only. Send photo, tape, complete resume immediately. Box 540B, B•T.

Top-rated thousand watt daytime indie in western New York college town wants top-rated morning man. Good voice, professional production and commercial delivery a must. No malcontents, no social misfits, no amateurs wanted. A sharp outfit, we intend to stay that way. If you think you qualify list salary requirements and availability. Rush tape, picture, background and references. Box 552B, B•T.

Disc jockeys: Know your music? Station with more listeners than all competitors wants two men. Outstanding Storz style dj, also combo man. Openings in sixty to ninety days. Move up fast and make more money in expanding Illinois operation. Send tape and pic with complete resume. Box 555B, B•T.

Illinois 1,000 watt independent daytimer wants qualified announcer who is also an experienced reporter. Staff announcing position with part-time duties of newsman. Personal interview required. List age, education, experience in detail. Box 560B, B•T.

Morning man. 50 kw eastern network station needs man with personality and ideas for four-hour morning record show. Not a top-40 operation. Send tape, complete background, recent photo to Box 590B, B•T.

Immediate opening for experienced announcer. Midwest. Send tape, resume and photograph. Personal interview will be a necessity. Box 593B, B•T.

$150 for "rhyming deejay." Fast patter, bright, clear voice. Not rhythm & blues. Midwest. Box 597B, B•T.

Immediate opening for good, experienced sportscaster. We carry high school and University of Nebraska athletics, plus baseball. Must do board work or have sales background. KFOR, 814 Stuart Building, Lincoln, Nebraska.

Announcer-writer new independent station beautiful high country eastern Arizona. Popular music, news, sports. Immediate opening. Air mail tape, resume, photo, KVWM, Show Low, Arizona.

News department needs capable newsman for exclusive news reporting, editing and air work. Immediate opening. Call, wire or write Jim Setters, News Director, KWBB, Wichita, Kansas.

All-around announcer with first phone—good pay, expanding chain, new station, prefer man with desire to sell and advance to manager. Send resume and tape to WARF, Jasper, Ala.

Announcer with approximately one year experience looking for permanency and a real future, for morning show. Send tape, resume and pictures to WARK, Hagerstown, Maryland.

Florida. Announcer with first phone. Rush tape, resume. New daytimer, WBRD, Bradenton.

Two staff announcers, one with 1st class ticket, for 5000 watt independent. Good working conditions. Paid vacation. Profit-sharing plan. Air conditioned studios. Excellent opportunity for reliable, stable man who likes good radio. WCOJ, Coatesville, Penna.

RADIO

Help Wanted—(Cont'd)

Announcers

Where are all the good announcers? Top salary for announcer-dj with good voice for music, news and sports station in friendly, growing, competitive market. Best working conditions. Must be good. Rush tape and resume to John Garrison, WFUN, Huntsville, Alabama.

Staffer-sports man needed immediately for midwest station in metropolitan market. Play-by-play ability not essential. Call WKMF, Flint, Michigan.

Florida station with 5000 watts needs experienced announcer. Southern man preferred. Send short tape, picture and complete history to S. O. Ward, WLAK, Lakeland, Florida.

Can you read well? If so, and have friendly voice, like well balanced music, shows; **prefer** keeping chatter to pleasant minimum; **enjoy** hourly newscasts; like to do things **right instead** of easiest way; we would be **delighted to hear** from you. To save time, send along **resume and** tape, **WMIX, Mt. Vernon, Ill.**

Immediately! DJ who can punch commercials. Good position with seven radio—one tv chain. Salary open. Send tape and resume now to Ken Berryhill, WMOX, Meridian, Miss.

Announcer, strong on records and commercials for afternoon shift. Send tape and particulars first letter to Program Director, WSBA, York, Penna.

Personality announcer—Immediate opening for topflight announcer who has proven record as successful dj as well as all-around staff abilities. Integrated operation permits some on-camera tv depending upon abilities. Send complete information background, experience, past and expected earnings, tape and photo, WSAV, Savannah, Georgia.

Need immediately: Announcer, day shift, WTAL, Tallahassee, Florida. Salary open. Send tapes.

Wanted: Announcer with first class ticket for large Alabama market. Station is 5000 watt ABC affiliate. Good pay, good security, and excellent facilities. Apply to: Ed Carrell, Box 32, Guntersville, Alabama.

Announcer for music, news, sports station. Opening two weeks. Air mail tape, qualifications to Maurice K. Henry, Middlesboro, Ky.

Technical

Chief engineer for Pennsylvania operation. Maintenance and repair experience essential. Construction experience an advantage. Prefer married man seeking permanency. Up to $125 weekly to start. Car necessary. Send resume and photo. Box 275B, B•T.

Recently reorganized New York major fm station requires resourceful engineer familiar with 10 kw WE rig and speech input equipment. Box 553B, B•T.

Engineer-announcer, with first class. Midwest daytimer in city over 35,000. Programs accent local news and gentle music. $110 for 42-hour week. Box 554B, B•T.

Massachusetts State Timers need chief engineers or combo men with first class ticket, remote operation. Box 567B, B•T.

Chief engineer for major midwestern market, 5,000 watt daytime station, RCA equipped, beautiful facilities. Must be excellent on maintenance and run meticulous operation. $100.00 plus. Box 584B, B•T.

Experienced combo man-salesman to operate remote radio studio. Excellent pay for right man. Contact KPER, Gilroy, California.

Chief engineer-announcer for fulltime single market network station. $100.00 weekly for right man with fair engineering ability and strong announcing. Contact KRTN, Raton, New Mexico.

Engineer-announcer, first phone, maintenance and board shift. Liberal commission if you sell. Tape and resume to WARF, Jasper, Alabama.

Chief engineer-announcer, 1000 watt independent daytimer. $95.00 to start. Write or phone Dr. Hansen, WARU, Peru, Indiana.

Northwest

Major Market

TV NETWORK AFFILIATE

has immediate openings for almost entirely new staff.

Urgently need competent help in following categories.

Sales

Sales Promotion

Programming

Production

Traffic

Continuity

Announcer-Directors

Film Editors and

Photo Lab.

Transmitter and

Studio Engineers

This is big opportunity with brand new VHF station operated in conjunction with one of the country's great Clear Channel stations.

Write

Box 588B

BROADCASTING

RADIO

Help Wanted—(Cont'd)

Technical

Engineer—First class man who can either write copy, sell or announce. Top salary commensurate with ability. WBRV Boonville, N. Y. Phone 11.

Engineer, radio and television. Young man, first phone, ambitious, with small station experience and electronic flair, technical school or equivalent background preferred; married; veteran; stable and dependable, with good references; one who wants a permanent berth. Scale starts at $80 for 40 hours. Salary commensurate with experience and ability. No announcing. Write or phone W. P. Williamson, WKBN, Youngstown, Ohio. Sterling 2-1145.

Immediate opening, first phone operator. WSYB, Rutland, Vermont.

Needed, first phone, immediately, will consider beginner. Light maintenance, some announcing. Expanding operation. Call Manager, Weston 1555, Weston, West Virginia.

Production-Programming, Others

Program director—experienced. Mature, sober, sales-minded, experienced all phases radio, with administrative ability, for old established Minnesota net station. Pop. 15,000. Permanency. Sound programming plus know-how re personnel, and public relations. Some copy writing and announcing. Character, ability, references required. Ultimate interview. Send tape, photo, resume, Box 406B, B•T.

Wanted, girl familiar with copy and traffic for midwest regional station. Qualifications in first letter. Box 497B, B•T.

Expanding and growing radio-tv news operation needs two new staff members . . . must be strong on reporting and news knowhow, ability to do air work preferred, but not essential. Speed in filling these positions is of primary importance. Send complete and full information with picture in first letter. Include salary requirements. Box 589B, B•T.

Top dollar for experienced creative copy gal or man to assume copy directorship of 50,000 watt, clear channel radio voice in a thriving midwest community of 100,000. Send resume, photograph and samples of copy writing to Alan Henry, KXEL, Waterloo, Iowa.

Girl Friday, Thursday, Wednesday, Tuesday, Monday. Must type, write copy, traffic, air work. 1000 watt independent. WTRW, Two Rivers, Wisconsin.

RADIO

Situations Wanted

Management

Experienced manager: South-southwest, could invest. Strong sales to constant volume increase. Mature, conservative, civic worker, happily married. Box 543B, B•T.

Manager available for small market station with good potential. 15 years radio and tv, currently sales manager. Excellent reference from present small market employer. Box 548B, B•T.

Just sold my station at 20% profit after two years operation. Can increase value of your property. Desire executive position with stable operation, preferably group ownership. Box 568B, B•T.

General or commercial manager: available immediately. Fully experienced station manager formerly with one of the nation's largest group ownerships. Entire radio experience has been in top 40 markets with network and independent operations. Very strong in local and national sales. 36 years old, married, 3 children. Resume on request. Box 580B, B•T.

Sales

No salary! I want a guarantee against commission to produce, perform and sell my dj show on your station. Dave Drew, Box 203, Smyrna, Tenn.

Announcers

Sports announcer. Football, basketball, baseball. 7 years experience. Finest references. Box 974A, B•T.

Deejay, personality. Run board, restr. ticket. Likes work. Looking for spot to grow in. Go anywhere. Tape and resume, Box 468B, B•T.

Negro deejay. Good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 469B, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Gal deejay, run board, double as recep. if needed. Plenty of ideas to grab audience. Tape and resume. Box 470B, B•T.

Attention Florida, Arizona, New Mexico, and California stations. Versatile dj-salesman, married, sober, reliable, experienced, employed, seeks change for more change. Box 510B, B•T.

2 years experience. Strong music, Basie to Beethoven. News, write continuity and copy. Tops on board. Box 525B, B•T.

Disc jockey-zany-professional-looking for another top market, half-million or better. Station must offer potential of $15-20 thousand yearly. Will consider straight talent if pre-selling effort is made. Consider "stock" deal in lesser market. Am in no hurry—will consider any fair offer. Prefer morning shot. All replies confidential. Write for audition. Box 535B, B•T.

Exceptionally qualified announcer, 3 years net, 9 years all phases, including programming and sales, M. A. Degree—Journalism, 29, family, top voice, seeks permanent position with 50 kw am-tv sister operation, either indie or basic net in market over 500,000. Presently employed. Sound references. $125. week plus talent. All inquiries answered. Box 536B, B•T.

Bright sounding disc jockey desires to relocate larger metropolitan market. Experienced radio and television personality. Top ratings. Contract basis only. Minimum $150 weekly. Box 538B, B•T.

Spanish-American dj, will travel. Spanish or bilingual tapes available. Box 539B, B•T.

You need me, versatile, dj, news, etc. First phone maintenance, experienced. Looking for good spot northeast states. Box 544B, B•T.

Announcer—Northwest graduate. Desires experience with small station in midwest. Box 545B, B•T.

News, sports—13 years (radio, tv). Three years newspaper. College, high school, play-by-play sports. Box 546B, B•T.

Experienced announcer and disc jockey desires position. College graduate. Will forward tape. Box 565B, B•T.

Top-rated country and western deejay. First phone. No maintenance. Box 575B, B•T.

Announcer-copywriter, limited experience. Also dj; sales. Great potential; wants New England. Minimum salary. Box 576B, B•T.

Girl announcer—voice that sells. Cwn homemakers show, copywriter, can run board. Tape upon request. Box 592B, B•T.

Announcer. First phone, three years, will travel. Leaving present station because of constant change in policy. Currently enjoying top rating on night shift in town of 120,000 people. Morning, afternoon shift. Box 598B, B•T.

DJ with personality and/or staff. 8 years experience. Immediately available. Contact Box 295, Fall Creek, Wisconsin.

Combo man—first phone. One year training: ham six years. Age 20; clean cut. Up-to-date on pop music. Contact Bob Leach, 26309 Regent, Lomita, Calif.

Technical

Chief engineer experienced on all types of equipment of low and high power desires contact with progressive station. Box 550B, B•T.

Young man, 22, desires part-time transmitter position evenings or weekends in northern New Jersey area only. Graduate technical school. 1st phone. No experience. Box 558B, B•T.

Carolinas area: Chief experienced all phases. No announcing. Permanent. Sober. Box 566B, B•T.

Engineer, first phone, experienced am & tv transmitter, studio operation and maintenance. Box 572B, B•T.

Engineer, studio and transmitter experience. Some tv. Much maintenance. Capable of chief's responsibility. Will relocate. Box 573B, B•T.

Seeking job as radio or tv engineer with first class ticket. Can handle any job plus personnel. Best of references. Box 574B, B•T.

Production-Programming, Others

Announcer-salesman; can write copy, program, do sports play-by-play, dj all types of music, 4 years experience, married, responsible, sober, 29, employed, seeking position with future. Box 509B, B•T.

RADIO

Situations Wanted—(Cont'd)

Production-Programming, Others

Program director-sports director. Fully qualified with 6½ years experience. Play-by-play three major sports. Experience in sales, news editing, all facets of radio including managerial duties. 1½ years added experience in tv—news and sports. College education, married. Seeking permanent position and residence. Preference midwest. Available immediately. Reply Box 551B, B•T.

Young, aggressive news director seeking advancement. Presently employed southwest. Prefer larger market. Resume on request. Box 537B, B•T.

Negro newscaster, reads news as it happens—copywriter—deejay, boardman. Box 581B, B•T.

Diamond's the name, here are some facets: experienced pd, music news operation. Good jock and getting even better, award winning news, good sales too. Desire market of better than 250,000. Best offer makes this Diamond your station's best friend. Box 594B, B•T.

TELEVISION

Help Wanted

Sales

Chicago office of Katz Agency, Inc., Prudential Building seeking qualified man for tv sales staff for immediate employment. Prefer someone who is favorably known in Chicago area. Write Gerald H. Gunst or telephone Mohawk 4-7150.

Announcers

Announcer, versatile, for CBS affiliate radio-tv stations in top eastern market. Require experience and satisfactory references. Send picture and resume of career. Top base wage, approximately $7,500, plus commercial fees. Box 582B, B•T.

Immediate opening for experienced tv announcer with good commercial delivery and ad-lib ability. Prefer man who can double as director. Air mail complete resume and salary requirements to PD, KOMU-TV, Columbia, Mo.

Technical

TV studio engineers, first class license. Large southeastern market vhf station. Full color and remote facilities. Please write Box 547B, B•T.

Chief engineer for small market full power vhf. GE equipment. Southwest. Must be strong on maintenance and economical operation. Also need one first-class operator. Box 579B, B•T.

Two first class licensed engineers. New full power tv station, New York State. Tv experience preferred. Immediate opening. Excellent company benefits, permanent job. Write Box 599B, B•T.

First class engineer for tv transmitter, experience not essential. Living quarters available at the transmitter, company supplies skis. Call or write Chief Engineer, WCAX-TV, Burlington, Vermont.

Wanted—Young energetic engineer for television and radio operation and maintenance. WHIO-TV, Dayton, Ohio.

First phone engineer. Salary dependent on experience. Contact Chief Engineer, WTVD, Durham, N. C.

Television engineer. Immediate opening for experienced engineer with first phone. Contact H. E. Barg, 1015 N. Sixth Street, Milwaukee, Wisconsin.

Production-Programming, Others

Continuity director needed! VHF station with excellent production facilities and staff! Are you a continuity director looking for a larger opportunity or a good writer ready to step up? Please send resume, photo, copy samples, expected starting salary to Box 424B, B•T.

TV news director-reporter—Leading southern station, strong on local news, has opening for experienced newsman who can gather, shoot, evaluate and write local news. Primary requisite solid background for local news reporting, but if you have had actual news filming experience or can do on-camera, so much the better. Box 541B, B•T.

Topnotch production manager for KBTV, Denver. Send details, including salary to Mann Reed, Program Director.

TELEVISION

Situations Wanted

Sales

TV sales opportunity desired. 2 years am sales, 5 years tv production. Presently sales manager small market am. Box 549B, B•T.

Eleven successful years selling radio & tv. No drifter, family, 31, active in community affairs. References will stand close check. Can make you money. Box 569B, B•T.

Seven years radio and television experience—announcing, programming and sales. Box 595B, B•T.

Announcers

Seeking job as staff announcer radio-tv. Thoroughly trained. Live commercial experience. Pleasing voice, personality. Tape available. Box 369B, B•T.

Newscaster-announcer. 15 years experience with 50 kw o&o stations, plus live tv. 35, pleasing appearance. Record proves top news audience builder. Now in NYC, but wants permanent location in west. Box 556B, B•T.

Are you looking for Steve Allen, well he's not available, but I am. Complete resume upon request. Box 563B, B•T.

Technical

Chief engineer. Desire studio control room operation in television station. Available after October 31. Box 586B, B•T.

Production-Programming, Others

Program director-producer-director. Live television and films. Twelve years all phases programming-production. Stations and advertising agencies. Will relocate. Top credits and references. Box 414B, B•T.

Program manager-producer-director-writer. Nine years active tv & film experience. Network commercial credits. Proven executive and creative ability. Highest references. Presently employed; desire to relocate with right station or agency. Box 511B, B•T.

Veteran newsman-announcer seeking tv/radio position. Combined news job preferred . . . or television. Desire position with future. 7 years, BS Degree. Excellent references. Box 561B, B•T.

Desire production assignment with agency or packager. Network director, eight years experience all phases of tv production. Available immediately. Will travel. Box 577B, B•T.

FOR SALE

Stations

500 watt daytime independent station in mid-Atlantic state. Twenty thousand down. Balance terms. Must sell. Box 529B, B•T.

Powerful independent in top middle Atlantic market. $95,000 down. Principals only. Box 578B, B•T.

New York State single station market, realistically priced. Terms. Paul H. Chapman Company, 17 East 48th, New York.

Middle Atlantic States medium market, newly equipped station. $65,000 on terms. Paul H. Chapman Company, 17 East 48th, New York.

Kentucky monopoly market station serving several counties. $55,000. 30% down. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Florida major market station, includes complete housing of offices, studio and transmitter. $250,000 total, 29% down. Paul H. Chapman Company, 84 Peachtree, Atlanta.

New England monopoly market station priced near gross at $70,000, 29% down, balance over 5 years. Paul H. Chapman Company, 17 East 48th, New York.

Carolina single station market, nearby metropolitan market, $45,000 total, half on terms. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Here is an opportunity to enjoy both the savings and increased income of group ownership. We have obtained commitments to sell four stations all in single markets within close proximity for overseeing. All can be purchased for under $200,000 and on terms. A fifth addition is possible. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

RADIO STATIONS FOR SALE

ROCKY MOUNTAIN CAPTIVE MARKET

This is an ideal setup for husband and wife. Presently absentee owned. 250 W. Fulltime. Gross about $36,000 year.

Asking $35,000 and make your own terms.

EASTERN EXCLUSIVE

Fine station. Sound market. Gross averaged over $85,000 year. 8 on staff. Good profit.

Asking only $100,000 with $45,000 down to qualifying buyers.

Why not write us today and let us know what you want? We have fine stations throughout the United States and possessions in a wide range of prices.

NORTHWEST DAYTIMER

Ideal dial position. Grosses over $70,000 a year. Profitable. Small and productive staff makes the profit around $20,000 year.

Asking $84,000 including land and building. $20,000 down. 8 years on balance at 5%.

SOUTHWEST DAYTIME EXCLUSIVE

New RCA equipment. Bills around $2500 month. Staff overhead only $1500. Other expenses in line.

Asking $33,000 with $10,000 down. Terms on balance to be agreed upon.

Of course, we have California stations also, but most of these are on a confidential basis to qualifying buyers. Let us know what you want here. We can possibly have it.

JACK L. STOLL & ASSOCIATES

A **NATIONAL** ORGANIZATION for the sale of Radio & TV Stations

6381 HOLLYWOOD BLVD.
LOS ANGELES 28, CALIF.
Hollywood 4-7279

FOR SALE—(Cont'd)

Stations

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

UHF equipment, used. 1 kw GE transmitter, GE TY-24-B helical 4-bay antenna and all studio and transmitter equipment necessary for live, film and network operation. Very reasonable. Box 946A, B•T.

FM used antenna, tunable, G.E. BY-6B. Best reasonable offer. Box 591B, B•T.

5 kw Western Electric transmitter. This is the latest xmitter Western built, has air cooled tubes and is in topnotch operating condition. High voltage rectifier tubes and sockets are converted $2000.00 spare tubes and parts included. Power reduction switch and two crystals on 1070 kcs. Placed in service September 1948 and available about middle of November. Price $5000.00 crating extra if desired. KHMO, Hannibal, Missouri.

Complete Rust remote including 1080A, 1081A units, off air monitor receiver, relays, actuator, fine working, like new, half price, $1000. KSPR, Casper, Wyoming.

550 Ft. Blaw-Knox self-supporting tower type H-21 for fm or tv antenna located in Belleville, Ill. Lighting equipment and controls incuded. KTVI, St. Louis, Mo.

2 Gates CB-11 turntables $25.00 each. 2 Radio Music Corp. model A-18 vertical transcription arms with equalizers, $40.00 each. Stromberg-Carlson AV-38, 3 channel, remote amplifier $60.00. All equipment in good condition, prices plus shipping charges. WAIN, Columbia, Ky.

Mobile broadcast studio. Converted air line bus. With or without equipment. Range 20 miles. Money maker, WEOK, Poughkeepsie, N. Y.

Western Electric am transmitter—1 kw—now in use, but can deliver anytime. First $2000.00 cash gets it. Phone WETO, Gadsden, Alabama.

2 Fairchild model 202 turnet head transcription arms-viscous camping, includes 3 cartridges, $90 each; 2 Fairchild model 205 passive equalizer $50 each; Clarkston model 212 G transcription arm $15; Livingston transcription arm $15. WWBZ Inc., Vineland, New Jersey.

Truscon guyed tv tower with lighting, 450 feet. Forty pounds wind loading. Will support 12-bay Ch. 7-13 or 6 bay Ch. 2-6 antenna. Priced to sell. George Wilson, WWTV, Cadillac, Mich.

Discounts on broadcast tape recorders. Free literature. R. Forman, 210 Burr Oak, Kalamazoo, Mich.

Ampex 300, 300-2 Stereo, 401, 600 and 350 available. Short deliveries on 350-2P, 601-2P Stereo and 601. Grove Enterprises, Roslyn, Pa.—Turner 7-4277.

Audio equipment, console, turntables, etc. Hall Television, 903 Howard St., Greensboro, N. C.

250 watt 300 C Collins transmitter. Extra set of tubes including crystals, installed $1200. Ben Lange, 3213 McCart, Fort Worth, Texas.

WANTED TO BUY

Stations

2 executives of highly competitive market desire established station in medium sized expanding market . . . no brokers. Box 583B, B•T.

Stations wanted. New Mexico, Colorado, Texas, Oklahoma, Louisiana, Arkansas, Missouri, Kansas. Private service. Ralph Erwin. Broker. Box 811. Tulsa.

Equipment

Wanted—Western Electric 443-A-1 transmitter or parts from same. Reply Box 402B, B•T.

Wanted to buy, 10 kw fm transmitter, other fm accessories. Reply Box 467B, B•T.

Presto 88A or 92A. State condition. Box 562B, B•T.

Wanted—1 kw fm and monitor. Box 570B, B•T.

50 kw hybrid diplexer—Channel 7. Also need video da or video line amp with bridging input. Chief Engineer, KOAT-TV, Albuquerque, New Mexico.

1 to 3 kw fm transmitter plus monitors and rings. Advise best price. KOSI, Denver, Colorado.

Interested in purchasing a 3 kw or a 5 kw fm transmitter or a 5 kw fm amplifier which can be driven by a 1 kw RCA fm transmitter. E. Sonderling, WOPA, Oak Park, Illinois, Village 8-5760.

WANTED TO BUY—(Cont'd)

Equipment

Wanted: Used radio remote transmitter and receiver. Chief Engineer, WSBA, Post Office Box 910, York, Pennsylvania.

FM transmitter 6 to 10 kw and accessories including monitor and studio equipment. Contact George Voron & Co., 835 N. 19th St., Philadelphia 30, Pa.

INSTRUCTION

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

FCC first phone preparation by correspondence or in resident classes. Our schools are located in Hollywood, California and Washington, D. C. For free booklet, write Grantham School, Desk B2, 821-19th Street, N. W., Washington, D. C.

F.C.C. license residence or correspondence. The Pathfinder method-short-thorough-inexpensive. For bonus offer write Pathfinder Radio Services, 737 11th St., N. W., Washington, D. C.

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Are You the Announcer
We Are Looking For?

Are you young, aggressive, enthusiastic? Do you have a strong selling personality? Do you know good production techniques? Are you anxious for an opportunity with a top Florida network affiliate? If your answer is yes to all the above questions, send letter, photo & tape at once to

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GATES RADIO COMPANY
Quincy, Illinois

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WANTS TV

Just a few of my qualifications. Daily Breakfast Show. Sales and promotions. Appeared on filmed TV commercials, some live musicals. Emcee Name Band, and other remotes. My own daily DJ show and more. Dependable, best references, witty, ambitious.
Box 564B, BROADCASTING

FOR SALE

Equipment

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

WANTED TO BUY

Equipment

890-960 mc Microwave Equipment,
Transmitter,
Receiver
and Antennas.
Any Condition.
Box 596B, BROADCASTING

MISCELLANEOUS

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Having Sales Problems?

GBA has had the answer for 13 years. We will sell our programs or yours.
Special programs for sale
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application, et al; issued statement and order governing hearing in this proceeding; informal meeting of parties will be held Oct. 24 (Actions Oct. 2).

Issued statement and order governing hearing in proceeding on am applications of **Allegan County Bcstrs., Allegan, Mich.**, and **Booth Radio & Television Stations Inc. (WJVA) South Bend, Ind.**; an informal meeting of parties will be held Oct. 9 at 2:00 p.m. (Action Oct. 3).

By Hearing Examiner Thomas H. Donahue on Oct. 3:

On oral request of **Jefferson Radio Co., Irondale, Ala.**, and without objection from other participants in proceeding on its am application and that of **The Bessemer Bcstg. Co. Inc. (WBCO) Bessemer, Ala.**, ordered that hearing scheduled for Oct. 4 is continued to Oct. 17.

By Hearing Examiner Hugh B. Hutchison on Oct. 3:

On own motion, ordered that hearing re fm application of **The Riverside Church** in the **City of New York, N. Y.**, is postoned without date.

PETITIONS FOR RULE MAKING FILED

Salisbury Bcstg. Corp., Worcester, Mass.—Petition requesting amendment of Sec. 3.606 by issuance of a proposed rule making whereby ch. 11, assigned to **Durham, N. H.**, for non-commercial educational purposes, is reassigned to **Worcester, Mass.**, for commercial operation, and coincidentally that ch. 21 is assigned to **Durham, N. H.**, for educational purposes, should latter be deemed in the public interest.

WKRG-TV Inc., Mobile, Ala.—Petition requesting amendment of Sec. 3.606 by institution of rule making looking toward allocation of ch. 13 to **Panama City, Fla.**

Pacifica Foundation, Station KPFA-FM, Berkeley, Calif.—Petition requesting amendment of tentative allocation plan for Class B fm broadcast stations in California so as to delete ch. 233 from **Salinas-Monterey** area.

PETITIONS FOR RULE MAKING DENIED

David E. Mackey, Television Station WOCN, Atlantic City, N. J.—*Petition requesting amendment of Sec. 3.606 by instituting rule making so as to delete ch. 3 from **Philadelphia, Pa.**, and add same to Atlantic City, N. J.

* Denied by memorandum opinion and order, Sept. 25, 1957.

Joseph Brenner, Beverly Hills, Calif.—*Petition for amendment of Sec. 3.651 of rules relating to operating requirements of television broadcast stations with reference to integration of vis. and aur. transmissions by uhf television stations.

* Denied by memorandum opinion and order, Sept. 25, 1957.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of Oct. 4

KNOX-TV Grand Forks and Cummings, N. Dak.—Granted assignment of licenses to **Community Television Corp.**

KOCS, KEDO (FM) Ontario, Calif.—Granted assignment of licenses and cps to **Mrs. Jerene Appleby Harnish, Carlton R. Appleby, Walter Axley, Ernest Atkinson, Andrew B. Appleby, Rolph Fairchild** and **James Quay House**, a partnership, d/b as **The Daily Report Co.** (Andrew B. Appleby's interest increased.

WBRX Berwick, Pa.—Granted license for am station.

WACL Waycross, Ga.—Granted license covering increase in daytime power and installation of new trans.; conditions.

WIPS Ticonderoga, N. Y.—Granted license covering increase in power and make changes in transmitting equipment.

KLFT Golden Meadow, La.—Granted license covering increase in power, installation of new trans. and operate trans. by remote control.

WQUA Moline, Ill.—Granted license covering installation of new trans.

WKBC North Wilkesboro, N. C.—Granted license covering change of ant.-trans. location, changes in ant. and ground system and change type trans.

WOLF Syracuse, N. Y.—Granted license covering installation of new alternate main trans.

KGEM Boise, Idaho—Granted license to use presently owned trans. as aux. trans. at present main trans. site with DA-1.

WIS-TV Columbia, S. C.—Granted cp to change ERP to vis. 316 kw, aur. 158 kw, ant. 1540 ft., change trans. location, redescribe studio location, change type ant. and make other equipment changes.

KZOK Prescott, Ariz.—Granted mod. of cp to change ant.-trans. location and make changes in ant. system (decrease height); conditions.

WMPT South Williamsport, Pa.—Granted mod. of cp to make changes in ant. system (decrease height) and change type trans.; condition.

WCQS Alma, Ga.—Granted mod. of cp to change type trans.

The following were granted extension of completion dates as shown: **KUMV-TV Williston, N. Dak.**, to 1-1-58; **WSPD-TV Toledo, Ohio**, to 5-2-58; **WISK St. Paul, Minn.**, to 12-31, conditions.

Actions of Oct. 3

WNEG Toccoa, Ga.—Granted assignment of license to **Stephens County Bcstg. Co.** (a corporation) (stock transaction).

KOWB Laramie, Wyo.—Granted assignment of licenses to **KOWBoy Bcstg. Co.**

WXRA, WXRC (FM) Kenmore and **Buffalo, N. Y.**—Granted assignment of licenses to **John W. Kluge.**

WMEX Boston, Mass.—Granted assignment of license to **Richmond Brothers, Inc.**

KTHV Little Rock, Ark.—Granted license for tv station; ERP vis. 316 kw, aur. 158 kw, ant. 1,760 ft.

WCYB-TV Bristol, Va.—Granted license for tv station.

WHTN-TV Huntington, W. Va.—Granted license for tv station and specify studio location (not a move).

KSIX-TV Corpus Christi, Tex.—Granted license for tv station.

WLVA-TV Lynchburg, Va.—Granted license for tv station.

WRVA-TV Richmond, Va.—Granted license for tv station and specify studio and trans. location (not a move); ERP vis. 316 kw, aur. 158 kw, ant. 790 ft. (main trans. & ant.); license covering installation of aux. trans. and ant. at main trans. site.

WTTW Chicago, Ill.—Granted license for noncommercial educational tv station; ERP vis. 275 kw, aur. 141 kw, ant. 617 ft.

WJAC-TV Johnstown, Pa.—Granted license covering changes in tv station; ERP vis. 70.8 kw, aur. 35.4 kw.

WMAL-TV Washington, D. C.—Granted license covering changes in facilities of tv station.

KTNC Falls City, Nebr.—Granted license for am station.

WVCG Coral Gables, Fla.—Granted license covering changes in ant. system.

WSJS-FM Winston-Salem, N. C.—Granted license to reduce ERP to 12.5 kw and make minor changes in trans., ant. height 160 ft.

WINA-FM Charlottesville, Va.—Granted license covering changes in station.

KAIM-FM Honolulu, Hawaii—Granted license to cover change in final amplifier tubes.

WBZ-TV Boston, Mass.—Granted cp to install aux. trans. and/or alternate driver at main trans. site.

KWRB-TV Riverton, Wyo.—Granted mod. of cp to change type trans.; make other equipment changes; change ant. system and ant. height; ERP vis. 57.5 kw, aur. 28.8 kw, ant. 1,630 ft.

WSRV Carbondale, Ill.—Granted mod. of cp to reduce proposed supporting tower height of educational fm station.

KADO Marshall, Tex.—Granted mod. of cp to make a change in ant. site (redescription) and specify studio location (trans. location); conditions.

The following were granted extension of completion dates as shown: **WRAL-TV Raleigh, N. C.**, to 4-23-58; **WIPR-TV San Juan, P. R.**, to 1-30-58; **WJCT Jacksonville, Fla.**, to 4-27-58; **KMMT Austin, Minn.**, to 4-20-58; **WDAU-TV Scranton, Pa.**, to 4-19-58; **WLEX-TV Lexington, Ky.**, to 1-4-58; **WJPB-TV Fairmont, W. Va.**, to 12-15.

WMOU-FM Berlin, N. H.—Granted authority to remain off air for period of 60 days or until such time as Commission has taken action on applications involved, whichever period is longer.

KLUK Evanston, Wyo.—Granted authority for 90 day waiver of minimum hours, Sec. 3.71 of the Rules, to operate from 6:30 a.m. to 6:30 p.m., local time, and provide nighttime service only in the public interest, convenience and necessity.

Actions of October 2

WBRB Mt. Clemens, Mich.—Granted license for am station and specify studio location; conditions.

WTVH Peoria, Ill.—Granted cp to install aux. ant. system at main trans. site.

WLAG-FM La Grange, Ga.—Granted cp to change ant.-trans. and studio location.

WABY Albany, N. Y.—Granted cp to install presently licensed main trans. as aux. trans. at main trans. site; condition.

KGAN Bastrop, La.—Granted cp to make change in ant. system (increase height); condition.

KTWO-TV Casper, Wyo.—Granted mod. of cp to change trans. location, type trans., installation of amplifier, make ant. and other equipment changes; ERP vis. 28.5 kw, aur. 17.1 kw, ant. height 1400 ft.

WICS Springfield, Ill.—Granted mod. of cp to change ERP to vis. 406 kw, aur. 204 kw, ant. height 950 ft.; change type trans. and other equipment changes.

KURA Moab, Utah—Granted mod. of cp to change type tubes in trans. and increase height of tower.

WRSA Sarasota Springs, N. Y.—Granted mod. of cp to make changes in ant. system (increase height); conditions.

The following were granted extension of completion dates as shown: **WORC Worcester, Mass.**, to 2-11-58, conditions; **KRTU Tucson, Ariz.**, to 1-20-58, conditions; **WELO Tupelo, Miss.**, to 2-18-58, conditions; **WDVL Vineland, N. J.**, to 1-20-58, conditions; **WRSA Sarasota Springs, N. Y.**, to 10-31, conditions; **WGAL-TV Lancaster, Pa.**, to 4-20-58.

Actions of October 1

WAMD Aberdeen, Md.—Granted license for am station; conditions.

WVVW Inc., Grafton, W. Va.—Granted license for am station; conditions.

WYTI Rocky Mount, Va.—Granted license for am station.

WRKE Roanoke, Va.—Granted license for am station and specify studio location and remote control point.

WINS New York, N. Y.—Granted license covering installation of old main trans. as aux. trans. at present main trans. site (two aux. trans.).

WAMS Wilmington, Del.—Granted license to use old main trans. as aux. trans. at present main trans. site.

KWBR Oakland, Calif.—Granted cp to install old main trans. as aux. trans. at studio location utilizing a roof top ant. system.

KAHI Auburn, Calif.—Granted mod. of cp to change type trans.; conditions.

The following were granted extension of completion dates as shown: **WTLM Laurel, Miss.**, to 4-20-58; **KRBB El Dorado, Ark.**, to 3-20-58; **KSHO-TV Las Vegas, Nev.**, to 4-1-58.

KGRN Grinnell, Iowa—Granted authority to operate trans. by remote control.

Action of September 30

KAUS Austin, Minn.—Granted extension of completion date to 1-2-58; conditions.

LICENSE RENEWALS

WAAM-FM Parkersburg, W. Va.; WBOY Clarksburg, W. Va.; WPAR Parkersburg, W. Va.; WBLT Bedford, Va.; WENT Gloversville, N. Y.; WGTS-FM Takoma Park, Md.; WHBG Harrisonburg, Va.; WMON Montgomery, W. Va.; WTOW Towson, Md.

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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company name

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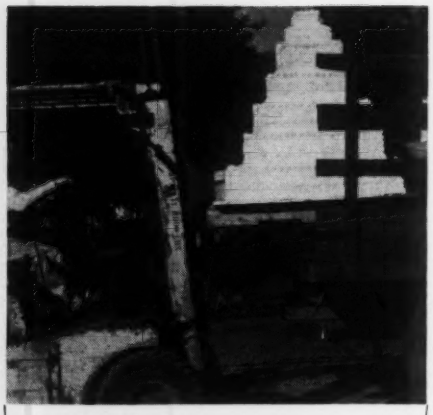


MOVING a 1,000-pound cake is no easy task as WELM Elmira, N. Y., found out when it transported its 10th anniversary cake from the bakery to a 20-by-20-foot tent in Wisner Park. The station had to hire professional movers to transport the cake 10 blocks and reports that it took about an hour and a half. The movers had to use a fork lift and open truck for the job (see above). WELM invited listeners to stop by for a piece of cake and reports that within a two-day period, more than 6,000 residents took advantage of the offer. The cake contained several hundred dollars worth of gift certificates donated by WELM sponsors and in addition, a contest was held to guess the weight of the cake or the quantity of ingredients used in it.

WRFD's 'Cavalcade of Radio'

Visitors to the 10th birthday open house staged by WRFD Worthington, Ohio, had a look at the station's special "Cavalcade of Radio" exhibit and took home some of the new sets on display. Sets awarded as door prizes came from one of three units in the exhibit devoted to the latest in radio receivers, antique sets and a chronicle of radio through the years.

Antiques in the WRFD display were collected last May in National Radio Week promotion. Audio in one of the early models, a Spartan console with gold leaf finish, came from taped segments of early network shows, featuring "100 Golden Voices of the Past." Peoples Broadcasting Co., operator of WRFD, estimates that 3,000 came to the anniversary exhibit, which is being maintained in the studios as a permanent visitor attraction. Other Peoples stations are WGAR Cleveland, Ohio; WMMN Fairmont, W. Va., and WTTM Trenton, N. J.

KICO's 'Luncheon at DeAnza'

A new audience participation show, *Luncheon at the DeAnza,* has begun on KICO El Centro, Calif., and is broadcast daily from a local hotel of the same name. During the show, guests are interviewed and corsages and prizes are given away. Each Wednesday, the program honors local brides and brides-to-be who are presented with corsages and gifts. During one such promotion last month, a "mystery bride" was chosen by the station. The DeAnza Hotel manager donated an orchestra and agreed to provide a wedding dinner and reception for the mystery bride.

Local merchants were contacted by the station and asked to donate a trousseau for the bride and groom, which reportedly resulted in $300 worth of clothes, accessories and cash. The manager of the hotel also obtained a three-day honeymoon for the couple as guests of the Hotel Whitcomb in San Francisco. KICO then contacted Greyhound and the bus line donated round-trip tickets for the couple.

The identity of the girl was not revealed until the day of the wedding and she herself wasn't informed until then. KICO listeners were kept in suspense as to the exact date of the wedding and the station gave on-the-air promotion to the stunt for a month preceding the event.

WJOB Show Boosts Audience

WJOB Hammond, Ind., reports that "voice to voice interaction" on its new *Harmony Home* program has paid off in audience for the station. Listeners are invited to send in "request to be called" cards and WJOB calls them at random, airing both sides of the conversation. The idea of "interaction" was conceived by Jerry Mitchell, production manager, as a new concept in block programming at the station. The program features a balance of talk and music. Additionally, guests from civic and social groups are invited to the studios for interviews and listeners can participate by using the telephone to ask questions. WJOB claims top Pulse ratings in Hammond, Gary and three other cities in Calumet areas of two million people as a result of the new concept.

Sombrero Network Holds Contest

Fifty Madison Avenue timebuyers have been invited to participate in a contest sponsored by the Sombrero Network, according to Richard O'Connell Inc., New York, the network's national representative. The first prize will be an all-expense paid 10-day trip for two to Mexico City and Acapulco and there will be 24-runner up prizes. In 500 words or less, participants are asked to justify their client's use of the seven-station southwestern network, and exploitation of the Spanish language market in the U. S. Judges are Karl Schulinger, American Tobacco Co.; Tom Kerr, Borden Co., and Roger Whitman, Bristol-Myers.

WRCA Offers 'Parallel'

WRCA New York, in cooperation with the Center for Mass Communications at Columbia U., has started airing *Parallel,* a new historical series in the Sunday 1:05 p.m. period. The program reports events of a day in the past as they might have been presented through the facilities of today's communication facilities. Kenneth Banghart is narrator, with "on-the-spot" newsmen Gabe Pressman, Bill Ryan, Bob Wilson, Ray Owen and Jimmy Powers featured.

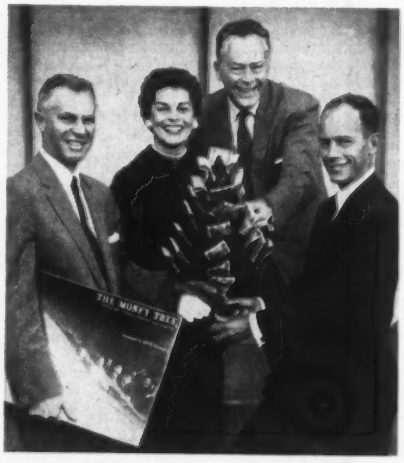
KPIX (TV) PLANTS 'MONEY TREE'

A new panel-quiz show, *The Money Tree,* has begun on KPIX (TV) San Francisco and will be regularly telecast from Montgomery Ward's (sponsor) Oakland headquarters.

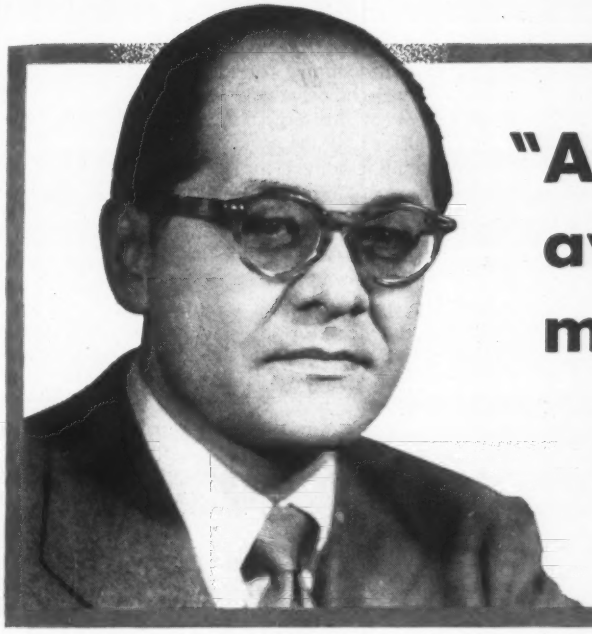
The highlight of the new show is the "Giant Money Tree Quiz," a game of speed and knowledge. Four contestants are given the opportunity to answer questions asked by m.c. Sandy Spillman and if they can't answer, a home-viewer is contacted. Prizes reportedly range to $2,000 per day in value and include washing machines, dryers, tv sets, complete wardrobes and money. Winners select their prize from among balls hung on the Money Tree which contain cards describing the gifts.

Mr. Spillman also will conduct audience interviews, a "mystery lady" contest and money quiz as regular portions of the show. A specially designed set and telecasting enclosure is being constructed adjacent to Ward's Oakland store and admission to the show will be by reserved seat only.

To introduce the program, KPIX sponsored a luncheon for 12 mayors, city managers, the Oakland Chamber of Commerce and Montgomery Ward officials. In addition, the station sent releases to all area newspapers and special press kits to tv columnists. The columnists also were invited to a closed-circuit program and Ward personnel were given a preview at KPIX's studio. The public greeted the show at another "sneak" performance from the Ward store.



PICTURED *with a miniature money tree to be used on KPIX (TV) San Francisco's new quiz show are (l to r) Harry Herr, regional advertising manager for Montgomery Ward; Yvonne Martin,* Money Tree *star; Sandy Spillman, m.c. of the show, and Robert Raab, Ward's group advertising manager.*



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says **DON PAUL NATHANSON**
President
North Advertising Incorporated

"An advertising man is a multi-business man, depending upon how many accounts he has or is interested in having. And since time is the limiter, he must choose his reading material carefully to be sure he is keeping aware of all the new developments of importance to him. If he is like me, he relies upon one publication to keep him aware of his own business—it's Advertising Age."

DON PAUL NATHANSON

Even before he started North Advertising Incorporated in 1955, with about $10,000,000 in billings, Mr. Nathanson had an impressive career in advertising. He had by then achieved success in his field both as an advertising director and as an agency executive. As director of advertising for The Toni Company (1947-1952), Mr. Nathanson channeled the major portion of the cosmetic firm's advertising budget into broadcast media, and fathered such now-famous trade names as White Rain and Deep Magic. Today, as head of North, he is in daily contact with the advertising policy decisions for all of the agency's accounts. In addition to its headquarters in Chicago, North has offices in New York and Beverly Hills.

Mr. Nathanson has won the Silver Key Award of the Minneapolis Junior Chamber of Commerce for meritorious service to the community, as well as numerous awards from the Chicago Heart Association for his efforts in its behalf.

For more than a quarter of a century, advertising and marketing executives have relied upon Advertising Age to keep them aware of their business. In Ad Age they find not only a dynamic presentation of the news and trends of their field, but vital sales messages of markets and media. Small wonder then, that most of the executives who are important to you—those who *influence* as well as those who *activate* major broadcast decisions— give Ad Age the number one spot on their Monday-morning agendas.

North Advertising is just one example from AA's nationwide audience. Ranking among the top agencies in broadcast, North placed $9,000,000 in radio-tv billings in 1956.* Among its accounts is The Toni Company, for which North handles such tv regulars as Toni and Prom home permanents and Deep Magic facial cleansing lotion.

Every week, *31 paid-subscription copies of Ad Age* keep North executives up with the changes and developments affecting them. Further, *17 paid-subscription copies* get a going-over at Toni.

Add to this AA's more than 39,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 11,000 agency people alone, its intense readership by top executives in national advertising companies, its unmatched total readership of over 145,000—and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

**Broadcasting Telecasting 1956 Report.*

ABC ABP NBP

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480 LEXINGTON AVENUE • NEW YORK 17, NEW YORK

CHEESECAKE and pies were used by WHB Kansas City, Mo., last month to tell its audience story. The station used two models to distribute apple pies—which had graphs made with icing to indicate WHB's audience in the eight station market — to forty local agencies. The girls also pointed out, "When you eat this pie, just as in buying Kansas City radio, you get the big slice when you stick with WHB." Above, the models present the pies to (l to r) Bruce B. Brewer, president of Bruce B. Brewer & Co., and Jack Kirwan, that agency's radio-tv director.

KSTP-TV Offers Paris Evening

Looking ahead to New Year's Eve, KSTP-TV St. Paul-Minneapolis is suggesting that viewers try to make it to Paris to ring in 1958. A night on the Parisian capital is the jackpot offering in a 10-week contest now in progress on the weekday *Treasure Chest* audience participation show. Between now and New Year's, interim winners each week get a $50 steak knife and carving set for correctly identifying the names of girls in songs titles presented on the show. Simone Salles of the French Government Tourist Assn., in a *Treasure Chest* visit, promised viewers a visit to the Folies Bergere and a champagne evening in a Paris night spot.

WCFL Features Policeman D. J.

WCFL Chicago claims the nation's only combined traffic-safety and music show with a policeman disc jockey. For the past year Arch Hignett has been emceeing Mayor Richard J. Daley's safety program each evening (7:45-8), directing traffic tips to teenagers and parents alike and answering listeners' questions. Policeman Hignett heads Chicago's 21-man Traffic Safety Education Unit and has been on the force 23 years.

WTIX Holds 'Appreciation Night'

WTIX New Orleans reports that more than 50,000 people crowded the shore of Lake Pontchartrain in that city when it scheduled its annual "Appreciation Night" at the Pontchartrain Beach Amusement Park in September. The station arranged to fly in nine of the current top recording artists in the country for the show. Pontchartrain Beach officials said the "spectacular" drew one of the largest nighttime crowds in the history of the beach. Among the stars attending were George Hamilton IV, Tommy Leonetti, Jerri Adams and the Everly Brothers.

CJON-AM-TV Seeks Ideas

CJON-AM-TV St. John's, Nfld., is using a staff suggestion board to come up with new ideas for the stations. All staff members are listed on the idea board and are given a blue star if they come up with one or more ideas each week. At the end of the month awards are given, in the form of gold, red and green stars, each worth $20, $10 and $5, respectively, for the best idea. An expense-paid trip to New York is to be the prize for the best idea of the year, with a second prize of $100.

'Terry' Giveaway Promotion

A giveaway promotion tie-in featuring cutouts of characters in *Terry and the Pirates* has been launched by the Friedman Shelby Div. of International Shoe Co., St. Louis, in connection with the filmed tv series in about 40 markets. The program series is timed to coincide with the back-to-school buying period as well as Thanksgiving Day and bad-weather buying trends. Cutouts are given away at dealers' stores handling Red Goose shoes. The agency is D'Arcy Adv. Co., St. Louis.

BRASS AND BRASSHATS WIN A WAR

Quiet again reigns in Stockton. A peace treaty has been signed between Field Marshal Sherwood and the beleaguered California municipality. (Field Marshal Sherwood is, of course, commander of the famous Sherwood-Harper Liberation Expeditionary Force of the Greater Bay Area Inc.)

The "peace treaty" culminated events that started from a casual, on-the-air conversation. Don Sherwood, disc jockey at KSFO San Francisco, and Hap Harper, an aviator who flies a daily weather-observing mission for the morning Sherwood show, were discussing the possibilities of bombing Stockton. Several thousand listeners, according to the station, volunteered their services. KSFO's manager, William D. Shaw, decided the idea had possibilities as a promotion.

Thus was born the Sherwood-Harper Liberation, etc., etc. All volunteers were issued admirals' and generals' commissions. Lapel buttons bearing the battle cry, "Scharge—on to Stockton," were distributed to 15,000 listeners. Distribution was taken over by neighborhood Shell Oil dealers and distributors for Burgermeister beer.

Highlight of the campaign was a "daring" daylight bombing raid on the city. Sherwood & Harper dropped 30,000 "surrender or else" leaflets on Stockton's streets. A second raid was canceled when street cleaners protested.

Fifth column groups sprang up in both cities. Listeners sent gifts to the "troops." A San Francisco firm printed one hundred thousand $1,000½ bills for invasion money. All was ready for D-Day.

Lon Simmons, head of KSFO's sports department, was on hand at Stockton's Courthouse Square to keep KSFO listeners informed of the invasion's progress. Marshal Sherwood, in an M-47 tank, led the parade of jeeps and sportscars to the treaty signing. Attendants were his three aides-de-camp (see below).

To the roar of gunfire (blanks shot off by the U. S. Army's 767th Tank Battalion), the peace treaty was signed. Observers included pilots of 162 light planes, 240 sportscar drivers, several hundred teen-age fans and a score of pigeons that occupy the upper levels of the courthouse.

THE conquering heroes (l to r): pilots Joe Galeoto and Fred Wienholz; Ken Tilles, bugler; Field Marshal Sherwood; "slave-girl hostage" Nancy Griffin, and Hap Harper, honorary general in command of Sherwood's Air Force.

Company meets Community

Nebraska watches as state and local officials together with representatives of Western Electric meet on the site of a new factory near Omaha. This new plant, to be completed in 1959, will add some 1,800,000 square feet of space to our manufacturing operations and will bring more than 4,000 new jobs to the Omaha area.

And in other cities and towns—perhaps yours—Western Electric construction activity is benefiting local economy . . . as we build up our capacity to make or provide more equipment and supplies economically for the Bell telephone companies. Right now we've got more than 5,000,000 square feet of new space under way.

This activity—besides creating new jobs and new business on the local level—illustrates how we are going full speed ahead with our Bell System job . . . backing up your local Bell telephone companies with the things they need to answer each community's call for more and better service.

Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM

BUY FILM COMMERCIALS AS YOU WOULD ARTWORK

Film Maker Valentino Sarra Also Urges More Pre-Production Planning

Valentino Sarra, president of Sarra Inc., which he formed back in 1933, branched out into television film commercials in a little more than 10 years. His clientele includes some of the top names in advertising. Interviewed by B•T's editors, he explained some of the ground rules that should be applied to buying, creating and producing a good filmed sales message.

Q: Mr. Sarra, you've been in the television commercial business a long time. When did you start?

A: About 10 or 11 years ago.

Q: What percentage of your current business is in the television field?

A: Approximately 60% to 65%.

A B•T INTERVIEW

Q: What's the other percentage in?

A: Photographic illustration, slide films, industrial and sales training films.

Q: How many commercials did you make last year?

A: Several hundred . . . I don't know the exact number off hand.

Q: You have been quoted as saying that if the commercial is good, it is worth every cent paid for it; if it is bad, getting it cheaply is no saving. Could you expand on that?

A: Well, it's like anything else. If the commercial is good, it's worth double the price—no matter how much you pay, it's still a good buy because it will do its job, and its job is to sell your product. In other words, there is no such thing as a "cheap" commercial. There are expensive commercials and inexpensive commercials, but the mere fact that you didn't pay much for it won't mean anything if it doesn't do its selling job.

Q: How do you describe a good commercial?

A: A good commercial, to me, is one that immediately captures and holds the viewers' attention and, most important, it is the one that sells.

Q: Can you look at a commercial and be pretty sure it will sell?

A: Since it's been our business for many years to make pictures that sell, we feel that with our experience we can be pretty sure, especially if we have a precedent. Naturally, with something new it is more difficult to anticipate audience acceptance. It boils down to this—if we have experience, we are less likely to be fooled. You see, like a little child, we like a new thing. When I went to Mexico the first time and saw the sunset there, it was the most gorgeous sunset I had ever seen in my life. The next evening, I felt the same way—but two weeks later, it was just a sunset.

Q: What would you say is a fair amount for an advertiser to spend on a commercial?

A: It's almost impossible to answer this question since there is such a vast range in cost, depending on the type of production which is planned. Since the first consideration should be to make the commercial as simple, convincing and acceptable as possible. I don't think the question is cost, but rather one of doing a good job.

Q: What should an advertising agency pay for a simple commercial?

A: This, too, is almost like asking "How high is up?" because simplicity doesn't automatically mean an inexpensive commercial, for the same reason I mentioned before . . . there is such a wide range in production costs. For example, a good commercial might be made for $2,000, but it would be impossible to produce a spot using full animation or stop-motion treatment for this price. That's why it's a good thing to have some idea of the budget for the production before the spot is written or designed. You'll never make a good television commercial by planning a production that should cost $5,000 and then try to produce for $2,000. It is much better to simplify the idea so that a top quality production can be achieved for the lower figure. I do think most commercials today are too complicated and can be made much better if they are simplified. We find that when we come up with a good simple idea, that's the spot the viewer will remember. The fact of the matter is, that it's how good the commercial is when it's completed that really counts.

Q: Do you think the agencies are trying to make commercials too complicated?

A: No, I don't think so. I think commercials are improving each year and the agencies deserve a lot of credit for that because they have found that there is a limit to how much can be crammed into a short commercial and still have the viewer remember the selling points. Of course, you must remember that the industry is still young, and we have lots to learn, and the trends are constantly changing in the advertising field as in any other.

Q: Do you work for many agencies, Mr. Sarra?

A: Maybe 50 or more.

Q: Do they call you in?

A: Yes they do and we are constantly soliciting work. We work with agencies in many different ways depending entirely on the setup in each individual agency. While we do no creative work on speculation, in some cases, where agencies do not have their own television or film creative staff, we do the entire creative job, designing storyboards for presentation to the client, and handling

all phases of production through to the completed film ready for screening. In other cases, we produce spots from agency-created storyboards or scripts, reserving the right to suggest certain changes toward simplifying or improving the production. In every case, however, a good commercial is the result of complete cooperation between client, agency and producer—a real mutual effort.

Q: In other words, you're equipped with writers, the whole works, even copywriters for the agencies that don't have their own. Do many take advantage of that?

A: The answer is yes to both of your questions, and we encourage an agency to use our staff talent as well as our production facilities. We feel this has been particularly helpful to smaller agencies who do not have large film or creative departments, and can take advantage of our creative thinking. After all, the product we have to sell is our own creative know-how and experience. All producers use about the same lights, cameras and equipment, and the quality difference can be achieved only by the creative ability and experience of the permanent staff concerned with the production.

Q: But the larger agency has——

A: Yes, that's true—most larger agencies do have their own complete creative staff. However, there are many instances where such agencies are still desirous of getting the creative thinking of the producer, recognizing the fact that we are specialists in visual selling, and come to us to handle the production from the start. In all cases, whether we are creating a storyboard for a large agency or a small one, we work very closely with the agency, because, after all, they know the client and problems much better than we do.

Q: Mr. Sarra, why should a commercial be simple?

A: I think I've mentioned before, in speaking of simplification, that the simple approach is best, if for no other reason than that it is easily understood and remembered.

Q: Is it because of the time allotted that it (the commercial) should be simple?

A: Well, that is certainly one of the main reasons, because there is a limit as to how much you can ask the viewer to retain after watching a one-minute or 20-second spot. There is also a limit as to how many points or ideas can be crammed into such a short period. Agencies have recognized this, and the "pounding" type of commercial is rapidly disappearing. This doesn't mean any lack of "sell," because, after all, the main purpose of making the spot in the first place is always to sell. I don't completely agree with some entertainment-type commercials. The purpose of a program is to entertain, and the purpose of the commercial is to sell. Then, too, the type of show the commercial is used on governs, to a degree, the style of the commercial. Since viewers are accustomed to seeing top talent on shows, if an entertainment-type of commercial is desired, the talent used should certainly be of the same high caliber. For example, in recent spots we have produced using dancers, we used the very best talent in the country.

Q: You're saying that if you invest lots of money in your show, you should invest lots of money in your commercial?

A: Not necessarily. Again, it isn't the cost, but the quality of the commercial that counts. It goes without saying that it would be unwise to invest a lot of money in a show and then stint on the cost of the commercial if it affects its quality, and the same applies to commercials made for use strictly as spots.

Q: It's been said you object to too many pretty girls in your commercials.

A: I don't have any objection to pretty girls—but it's not a matter of pretty or not pretty. I think it's strictly a question of casting and using real people in real situations. For example, if I see a picture of a baby in a mother's arms, I would certainly expect that girl to at least look capable of being a mother. While,

if we are shooting for a cosmetic account, we would use an entirely different type of girl—a more sophisticated high-fashion model type, who would be equally miscast if used for washing clothes in a laundry soap commercial. So, again, it's not a question of a pretty girl, but a question of being properly cast. I like to cast with all kinds of people, but they must be real people, and as soon as they are real, they're wonderful, no matter what you are doing. Of course, even if the person is well cast, it's still a matter of believable direction and proper "business" for the character to perform. Take children for instance. Yesterday we made a commercial for Pet Milk showing a little girl busy writing. In a commercial made four or five years ago, the girl would drink the milk and smile in an exaggerated way. Well, when you're drinking milk naturally, you just drink it, enjoy it and then go on with whatever you're doing—see? So, today she just drinks the milk and keeps on writing, and that's it! The situation was much more real and more casual.

Q: Some agencies are talking about doing their own commercials. Do you think many agencies will go into your end of the business?

A: Well it's possible, but if we were an advertising agency, I wouldn't.

Q. Why?

A: Well, you would limit the creative thinking now available by being able to work with different film producers. It would be as unthinkable as an agency doing all of its finished artwork.

Q: Do you work with agencies outside New York?

A: Yes, we work with many fine agencies all over the country.

Q: How many people do you have on your staff here?

A: Around 80 in New York and Chicago.

Q: Are you fighting any competition from major Hollywood studios going into tv commercials?

A: I wouldn't say "fighting" competition. We like competition, but some major studios are cutting prices just to get into the advertising field. They have excellent equipment and facilities to sell. We sell people—people with experience and advertising know-how, essential in the making of good tv commercials. There is a vast difference between writing and producing a one-minute spot and a feature length film.

Q: Is there much bidding on commercials today?

A: Yes. I think that if a film is purchased on strictly a bid basis it is wrong, because buying a film commercial involving creative ability is not like buying a load of bricks—it doesn't mean that the lowest bidder on a film would put the same production excellence in a film, as would one of the higher bidders.

Q: What happens when this bidding process goes on?

A: Where estimates are requested, say from six equally capable producers, we are delighted to quote on a job. If we feel it is strictly on a bid basis, we prefer not to submit a bid. You see, we

question bidding because we are only interested in doing a quality job.

Q: Do you think the bidding affects the quality of the commercial?

A: Not with us. While there is no reason for us to be the highest bidder, there is likewise, no reason for us to be the lowest. I have seen, in many cases where the lowest bidder got the job, that the finished film was not produced with the same amount of production we had planned on or the original script called for.

Q: Is there much bidding going on still?

A: Yes.

Q: The agencies still have not learned that certain people will——

A: Well, some agencies have, but in others the lowest bidder might still get the film after purposely bidding low in order to get his foot in the door. As I mentioned before, the production sometimes suffers from this, or else the producer actually loses money on that particular job, hoping to make it up on the next. I don't think this is good business.

Q: Then, you think that as time goes on——

A: I look forward to the day when agencies are well enough acquainted with the producers to make their selection of a producer at the earliest possible date, and be able to work with that producer, even in the creative stages, thus establishing a closer relationship between agency, client and producer. If the agency has confidence in the producer whose past record has been one of honesty and quality, it also should be assured that the producer is giving the agency the most for its money.

Q: Is it true many agencies do not have people who understand film?

A: Today this is not true. More and more creative film people are being brought into the agencies and agency people themselves have benefited by the film experience gained during the past few years.

Q: Do agencies hold you to a strict budget?

A: The agency doesn't necessarily hold us to a strict budget— we hold ourselves to it. Naturally, when we submit a price, we stick to it.

Q: How about animation? Are you equipped for that?

A: Oh, sure. Rex Cox, formerly animator and story director for Disney and one of the top men in the country, has been with us for many years supervising our animation.

Q: You don't do too much animation though, do you?

A: Yes, we do do quite a bit, and the amount is increasing each year. We prefer doing animation when animation is called for, and I am a firm believer that animation should not be used in cases where live action could do the job better, and visa versa.

Q: Do you farm your work out?

A: Yes, we farm out the actual production, but the creative supervision we do ourselves. We prefer to work this way because it enables us to hand out the animation to the animator who does that particular type of animation best. You see, some animators are best on a certain style of animation—others are better on another.

Q: What percentage do you do animation as compared to regular?

A: I think about 25% animation.

Q: What advice do you have for agencies to help make your job easier?

A: Actually, our working arrangement with agencies seems to improve all the time because the agency realizes that the more pre-production planning that is done, the better the end result. When there is full cooperation between agency, client and producer and all the changes are made in script, storyboard and copy before going on the set, a smooth production schedule is bound to follow.

Q: What about the time element? Agencies or clients always want it yesterday.

A: You certainly hit on a touchy subject there. We have lost a lot of jobs because we said we just couldn't make the date and still do a top quality job. We would rather lose the job, however, than take it and then tell the client we can't make the delivery date. I think the producer should be given enough time to do the job properly. Many times, at our own cost, we have put in hours of overtime to meet the promised date.

Q: What are some of the accounts you've worked for?

A: I couldn't begin to name all of them. A few that come to mind are A & P, Lux soap, Pet Milk, American Tobacco Co., Armour, Seven-Up, Stopette, Wesson Oil, St. Joseph aspirin, Prudential Insurance Co., Rheingold beer, Bulova watch, and so many more——

Q: Are you satisfied with the instruction the agency gives you, or are there some vague details which mean going back?

A: Most of the time we are quite satisfied. In fact that situation gets better and better every day. As I said before, the agency knows the client problems better than we and when we have sufficient time for pre-production planning meetings, everything goes smoothly.

Q: You gave some examples a few minutes ago of ways in which commercials have improved. Can you think of any others, any other major changes?

A: What changes commercials is like what changes music, a play, the theatre. The changes come, much like a girl's hat. Before you start to go out in the park, you see them all over.

Q: What thoughts do you have regarding the film commercials and live commercials?

A: Well, when you film a commercial you can be sure it's right when it goes on the air with no worries about fluffed lines, mike shadows or a hundred and one other things that can always happen with a live commercial. The makers of some live commercials are switching to film to do away with possible errors on the live stage, as well as to be sure of the proper lighting and display.

Q: What kind of live commercials do you think should not be put on film?

A: I can see a reason for doing a live commercial if it's a live show and if it's integrated with the program, and also when the

ABOUT PLANNING AND PRODUCTION:

". . . Agencies deserve credit . . . they have found there is a limit to how much can be crammed into a commercial."

". . . The agency realizes that the more pre-production planning that is done, the better the end result."

Bob Dalbeck

Where do you get the extra $100,000?

"Some critics of business still maintain that profits are too high.

"I wonder if they have any idea of how much more it costs to do business today than it used to? Union Oil is a typical example.

"In 1927, the company bought an 80,000 barrel storage tank for $25,000. Under Federal Income Tax laws, we were permitted to recover our investment over 30 years, the life of the tank.

"By 1957, when it's time to replace the tank, the company has set aside $25,000. But what has happened? Due mainly to inflation, higher wages and material costs, the tank now costs $125,000.

"Where do you get the extra $100,000? Union Oil gets it out of profits, and by increasing indebtedness from time to time. Out of profit? The fact is, we have to sell $1,250,000 worth of products to earn $100,000 after taxes.

"Put another way, the company's entire profit for one day, the total earnings that day on $400,000,000 invested by share owners, and the efforts of over 8,000 people—all went to replace one 80,000 barrel tank, of which we now have over 150.

"Without profits, Union Oil couldn't afford to replace that tank. And without the new tanks and other equipment we have to replace to stay in business, there'd be no jobs for any of us!"

BOB DALBECK: "WITHOUT PROFITS, YOU AND I WOULDN'T HAVE A JOB."

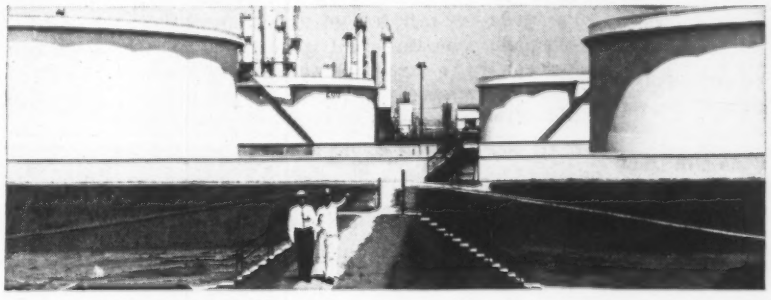
* * *

Bob Dalbeck is something of an authority on profits. He is an Assistant Comptroller for the company.

He estimates that only about 19 minutes in the average company's 8-hour working day go to earn a profit. The rest is spent paying for the cost of doing business.

And less than half of those 19 minutes result in dividends to share holders. The other 9½ minutes are reinvested in the business to keep it up to date and competitive.

YOUR COMMENTS ARE INVITED. *Write: The Chairman of the Board, Union Oil Co., Union Oil Bldg., Los Angeles 17, Calif.*



Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

same cast does both the program and the commercial.

Q: Are you in favor of integration of filmed commercials in a film program?

A: Yes, as much as you can.

Q. What has happened to the cost of commercials? How much has the cost gone up?

A: Well, it's gone up because of the high cost of producing due to increased wages and union contracts—but as a matter of fact, with us, percentagewise, it's gone up very little.

Q: Why is that? Because you're making more now?

A: We make more, we know a little bit more and we are not making them so complicated. As I said, they are simpler.

Q: Well, it's more money for the advertisers. It hasn't cut the advertiser's costs.

A: No.

Q: Do I gather that one commercial today is approximately the same cost as one commercial in say 1948?

A: I think, really, the average we are charging today is not so much different from 1948 or 1949. One of the reasons is that neither we nor the agencies write or design big cast productions as we did in the days before the Screen Actors Guild contract calling for re-use talent payments. Better commercials are the result because we know that closer shots with fewer people on the screen "read" a lot better on tv.

Q: Do you believe in "hard sell" or "soft sell" commercials?

Q: How much more?

A: I think about 30-45% more. The camera and crew time are pretty much the same. Color film is a bit more expensive, but the big question of cost is in the processing of the film. Lab work and opticals on color film account for most of the added cost. I'm not convinced yet that from color you can get just as good black and white pictures. Lately, I've been shooting black and white and color at the same time. Now they say you can really make color commercial films in the lab just as good as the black and white. Well, I'm still not sure, so lately I've been making both at our own expense. We make the color spot and we make a black and white from that and then we put the black and white on the projection machine and see if we lose anything and how much we lose. I think we're going to lose something. But again, frankly, we have competitors who try to tell us we don't lose anything. I won't say yes or no.

Q: What's the advantage of making a black and white from the color?

A: Well, take Pet Milk. That's color once a week. But also they use that spot in black and white. No spot that's made today is for color only. There are no such things yet. You use it both in black and white and color, so you can finish the spot in color and from the color make a black and white negative. I think we still lose too much quality.

Q: Do you feel that you get a better black and white print out of a color negative than if you had shot that black and white.

A: No. I think you get a better one from black and white. I'm sure of that. I'm not sure until I see, but I think today to say you get just as good black and white from color as black and white from black and white is just a little ridiculous.

Q: Do you feel that any quality is lost from film commercials when the prints are sent from one station to another and shown in various parts of the country?

A: Yes, if you mean are the prints damaged by continuous use.

Q: Is there anything the stations can do to prevent that?

A: Yes. If the station would check the prints carefully and when they find the print is dirty, scratched or damaged, request the agency to supply new prints, you will find a great improvement in the quality of reception of the commercial on the tv set at home. After all, what the client is interested in is how the commercial looks on the tv screen. We were so concerned with quality of release prints about seven years ago that I put in my own lab so we could have complete quality control over our tv prints.

Q: How do you define soft sell and hard sell?

A: The soft sell is like this: Somebody is very nice to you, and he's just going to go off and take your pocketbook—you see? And the hard sell: Somebody just steals it from you. Personally, I don't like the expression "hard sell" or "soft sell." To me, it's just "sell."

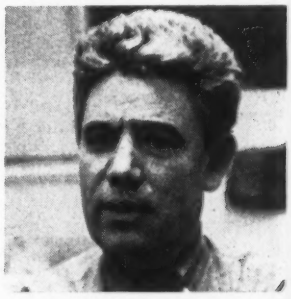
Q. Can you think of anything you'd like to say?

A: I think we have covered everything. We try to assemble the best staff possible, just like the agencies try to get the best people for their own tv departments. We have to pay more money for such personnel and as a result we get more money for the commercial to be able to produce a better commercial. For this reason I don't approve of the competitive bid system, but would like for the agency to buy television commercials exactly the way they would buy artwork.

ABOUT FILM BUYING; IMPACT OF COMMERCIALS

"I don't approve of the bidding system . . . the agency should buy tv commercials the way they would buy artwork."

". . . The simple approach is best if for no other reason than it is easily understood and remembered."



A: Frankly, I don't think it's a question of how you sell something. I think each commercial should be approached in its own individual way. Some products can be sold best by a "soft sell" approach, while others might take a more straightforward demonstration approach, which some people might call "hard sell."

Q: What do you think is the primary function of a tv commercial? What is it supposed to do?

A: If we make a commercial say for a necktie, what is it supposed to do? I imagine if the client has ten stores with a million neckties, he expects to sell a million neckties.

Q: Mr. Sarra, how many other commercial firms do you know, besides yourself?

A: There are quite a few. It is true some come and go overnight, but I think the majority of work is done by a dozen or so very reputable studios.

Q: I have a two-part question. Are you doing anything in color? If you are, are you doing more in color?

A: Yes, we're doing color. Every day we're doing a little more in color, and this is sure to increase as more and more color sets are in use. With the increasing interest in color, many of our clients are requesting experimental spots in color to start preparing for the day when color will be more widely used. We have done a great deal of experimental work ourselves at our own expense.

Q: What percentage of commercials are in color?

A: A very small percentage at the present time.

Q: Does color make the cost go up?

A: Yes, much more.

Donald Klauber, Station Sales Manager of Associated Artists Productions, Inc., tells:

"Why Popeye had to race to Texas!"

"Kids were clamoring, advertising sponsors waiting! A big TV station's popularity – and profits – were at stake!

"As usually happens, when KDUB-TV in Lubbock, Texas, finally signed up Popeye—one of America's hottest daytime programs—they needed those films in a real hurry!

"So we raced Popeye there – via Air Express!

"But launching a TV cartoon series is only a small part of our story. We use Air Express for 50,000 theater dates for our full-length feature films – with only 600 prints!

"We could not run this business as economically without Air Express!

"A 15-lb. shipment, New York to Lubbock, Texas, costs only $9.47 with Air Express – $1.36 less than any other complete air service.

"What's more, Air Express uses radio-controlled trucks to rush many of our shipments to and from airports – and, whenever necessary, a private wire system to trace shipments instantly. It really pays to use Air Express regularly!"

Air Express

30 YEARS OF GETTING THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS . . . *division of* **RAILWAY EXPRESS AGENCY**

PLAYBACK

QUOTES WORTH REPEATING

SPONSORS WHO KIBITZ

In analyzing the tensions between the sales and programming sides of a radio station in a speech at the Ohio Broadcasters Conference last Friday in Columbus, KDKA Pittsburgh Program Manager Guy Harris had this to say of the sponsor who believes his time buy gives him powers to supervise programming:

Says the salesman to the program director, "Not a single one of my advertisers likes the music." Then we begin to tread in a very dangerous area. This is a management problem and it's too bad it comes up. A good salesman is very zealous and enthusiastic for his clients, and that's the way it must be and should be. But a program director must be equally zealous and enthusiastic in fighting for the overall good of the show.

If your client is wanting to buy in your afternoon disc jockey's show, he should want the fine audience that the jockey has won for himself—an audience he won through his music and personality, not through the commercials he airs. Or, if the client elects to buy a saturation plan, should your station have one, a price concession there usually gives him run of schedule; he should be satisfied.

The only solution I know of in a situation like this, is for the program department to help the sales department understand the programming concepts. But there is nothing so frustrating to the salesman, to the program director, to the jockey, to the manager, to everybody concerned than when a client places a schedule on the station and says, "I'm buying you. You got the best ratings . . . or you have the lowest cost per thousand in the market . . . but I want you to change the music on the show." Be patient and tolerant in such situations.

Also somewhere along the line you [sales personnel] are going to tell him [the program director] his disc jockeys are lousy. Disc jockeys, I think, are pretty much like wives. You might think yours is the greatest one in the world . . . but the guy next door can't figure out how in the hell you can put up with her.

WHICH WAY IN PROGRAMS?

Jim Bormann, director of news and public affairs for WCCO Minneapolis-St. Paul and former president of the Radio-Television News Directors Assn. examines the durability of radio in summer edition of the U. of Minnesota Journalism Quarterly. *His views follow:*

The broadcaster who adheres to traditional programming in order to provide a broad variety of appeal to listeners may with some justice believe that the present-day threat to radio lies within the industry itself. At this point in radio's development, when broadcasting seems to have achieved the maturity and balance it has been striving for, that balance and maturity may be upset by the emergence of the disc jockey as "kingpin" on the air.

The low cost of the disc jockey operation, and the surprising degree of public acceptance, have led many broadcasters —particularly those unaffiliated with a network—to convert to that type of operation. As this cheaper form of broadcasting gains ground, traditional programming has staged increasingly stronger resistance. Competition for the listener's ear has never been so intense.

Radio station managers will tell you now that it is not television or any other medium that ranks as their chief competitor. The struggle between variety programming, chiefly on network stations, and disk jockey operations—chiefly independent stations—may become a fight to the finish.

The independents say they're trying to breathe fresh life into broadcasting. With a singleness of purpose, they're striving to introduce excitement continuously into the fare they offer listeners. . . .

The traditional broadcasters, who adhere to a variety program format—something for everyone—in order to maintain the broadest possible base for audience appeal, take a dim view of programming aimed at minimum intelligence levels. In rebuttal, they are "pitching" their programs at a higher-than-ever level, depending on news and news-related programs to accomplish this. Networks, generally, support this kind of programming.

These stations are attempting to provide more reporting in depth—and more programming that stresses the local angle, relating the news more directly than ever before to the people who hear the newscasts. There is a developing trend toward more backgrounding of the news with analysis and commentary. These stations also are providing more news-related programs such as weather broadcasts (with emphasis on official reports), more sports programming, more farm information, more news of interest to women and to business.

. . . The victor in the end may again be the station that puts its faith in the public acceptance of news reported with integrity.

THE ART OF SELF-DEFENSE

Radio and television should not lie down and take slams from competing media, in the opinion of Frank McCabe, president of Frank McCabe & Assoc., Providence, R. I. Addressing the Louisiana Assn. of Broadcasters, meeting in Baton Rouge, he said in part:

You, yourselves, have seen comments in the printed media which attempt to beat the brains of radio and television into a pulp, and what do you do about it? Perhaps the public interprets your silence as meaning consent. Is it not time for radio and tv to speak out with the powerful voices it uses for advertising? Yes, use these same powerful voices in its own behalf to tell the radio and television story correctly, and not leave interpretation of its motives to a competing medium.

Why does the radio and television industry remain silent in the face of such onslaughts? There are those who will probably bring up the fact that the FCC is pretty much in the driver's seat, and that radio and tv can do little or nothing to defend themselves. On that I do not agree. In 1949, the FCC reaffirmed a broadcaster's basic right by having management editorialize in its own name, providing time was made available for opposing views. Some stations do it as part of their regular programming schedule. We do not believe that a personal vendetta should be started which will turn into a battle royal between newspapers on one side and radio and tv broadcasting on the other. However, we are strongly of the opinion that from time to time, radio and tv in its broadcasting, ought to defend itself properly. It's about time radio and tv put on long pants.

A PLEA FOR CLARITY

Programs that sometimes "talk to themselves" and lose the viewer are discussed in the current issue of the Schwerin Research Corp. Bulletin.

One of the requirements of entertainment is that the audience be in on what is happening. Even a mystery needs to make clear what the mystery is. Viewers become bored when their television fare recedes into a "riddle wrapped around a mystery inside an enigma."

. . . The simplest illustration of this is the low liking for programs which are difficult to understand because of unusual accents or speech peculiarities. Interest in one interview program dropped sharply during an interview with a world famous guest. Almost all the viewers had trouble understanding the great man and two-thirds voted they could not understand a word he said.

. . . Other examples of leaving the viewer out in the cold have been seen in the use of situations and vocabularies too specialized for the majority of the audience. In this respect, television programs have sometimes shown narcissistic tendencies which do not win them approval on the liking score.

Reliable statistical information has again and again provided graphic and specific demonstrations of the fact that unfamiliarity breeds—if not contempt—indifference.

RARE INDIUM

makes airplane engine bearings 3 ways better

You'll probably be hearing more about indium. Among the good reasons why are the properties this metal demonstrates in aircraft bearings. Indium increases the strength of bearings to begin with. Besides, it provides high resistance to corrosion. And it imparts to bearings a remarkable capacity to retain their protective oil film.

Indium is also used in dental alloys, in making transistors, for bonding glass-to-glass and glass-to-metal. As a gasoline additive, indium steps up efficiency and gives a cooler-running engine.

As recently as 1924, the entire world supply of indium was a matter of grams. It is not found in a native mineral state, and metallurgical residues. In this recovery Anaconda has been a pioneer. By its patented process for extracting indium from zinc plant residues Anaconda, in 1956, produced 87,600 troy ounces of this relatively rare and versatile metal. Such developments have brought the price of indium way down—from several hundred dollars an ounce in 1930 to about $2.25 today.

This leadership in indium research exemplifies Anaconda's role throughout the whole non-ferrous metal field. Anaconda offers industry the world's broadest combination of non-ferrous metals and metal products—and the most advanced technical help in using them

The ANACONDA Company

The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company
Anaconda Aluminum Company
Anaconda Sales Company
International Smelting and Refining Company

57277A

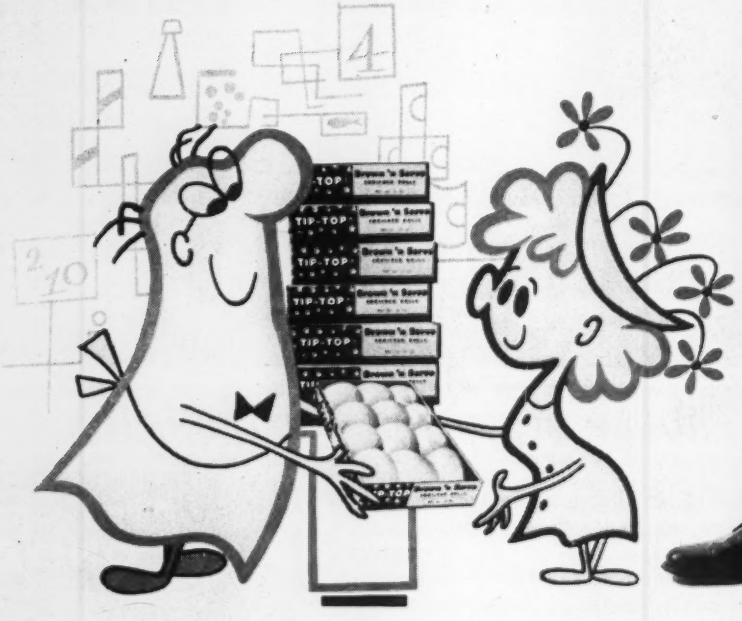
Why J. Walter Thompson Timebuyer Selects

Crosley WLW Stations for Ward Baking Company

"WLW Stations do more than just take your time dollars. Their staff of merchandising-promotion experts work right along with the advertiser's sales people and follow through with trade contacts--buyers, brokers, distributors, store managers. Yes, I'd sure say that the WLW Stations offer Tip-Top service everytime, all the time!"

Mario Kircher

Mario Kircher, J. Walter Thompson Timebuyer.



Like J. Walter Thompson, you'll get top service for your products on the WLW Stations. So before you buy, always check first with your WLW Stations' Representative. You'll be glad you did!

WLW *Radio* **WLW-T** *Cincinnati* **WLW-C** *Columbus* **WLW-D** *Dayton* **WLW-A** *Atlanta*

Network Affiliations: NBC; ABC; MBS **Sales Offices:** New York, Cincinnati, Chicago
Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco
Bomar Lowrance & Associates, Inc., Charlotte, Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of AVCO

MONDAY MEMO

from **JEAN SIMPSON,** *timebuyer, Doyle Dane Bernbach*

ROTATION RADIO CAN DO A GREAT JOB—BUT EVALUATE IT CAREFULLY

You gulp down your morning toast and coffee to radio's strains of "wondering where the yellow went." On your way to the office via subway you note Life Savers still cost a nickel or, by train from the back country, a charming Miss Rheingold greets your eye. An outdoor billboard exposes you to the goodness of Drake's Cakes. The morning paper advises if you can find a better bourbon, buy it.

Meanwhile, back at the ranch in suburbia, the little woman may be drinking Lipton tea with Arthur Godfrey or succumbing to the P & G allure of an easier washday with any number of their tv-advertised soaps. Window streamers and posters boast best buys of the day at supermarkets.

And at the end of the day, all media has combined to throw 210 advertising impressions at Mary and John Doe. Would you believe there are in excess of 200,000 brand names competing for attention, recognition and acceptance? And it's directed at Mr. Consumer with an average vocabulary of 5,000 words which he uses and understands, including proper names, brand names, etc. How to effect an intake is a problem faced by the large and small advertiser alike.

To date the broadcast media is tackling this challenge most effectively through the use of radio saturation, the main objective being to create brand name acceptance by a maximum amount of exposure to the greatest unduplicated audience. Sales results are achieved most readily if a product is so well-established already that a description of its physical appearance, its uses and its cost are not necessary. If this is not the case, however, the amount of saturation must be great enough to create this situation. And it is not prohibitive to the small advertiser if he uses it on a selective scale.

In recent years, everyone climbed on the early morning bandwagon. And who could blame them? Sets-in-use figures showed listening was at its peak, costs were in line, and you were able to reach a mixed audience. But how many advertisers can a well-run station accommodate between the hours of 7 to 8 a.m.? A practical total of 15! And so costs soared. Stations loosened policy and allowed double and triple spotting. Advertisers suffered, radio suffered, and so did the well-padded stations. The practical solution has been the setting up of rotation schedules in varying forms, offering some of the bitter along with some of the sweet.

JUST WHAT ARE THE ADVANTAGES OF ROTATION

Certain initial considerations are required, starting with market statistics, station data—such as programming, cost ratings and availabilities, and the inherent factors of the product itself—its distribution, sales peaks, type of appeal, etc. Let me touch on the more obvious advantages for those on a rotating basis.

Products with a general appeal—such as the toothpastes & cigarettes—undoubtedly hold the inside track. No time periods are prohibitive as long as people have dials on. And costs are most attractive when the ifs, ands and buts are at a minimum.

Next in line come the women appeal items. In this category foods probably have the easiest time of it. It is generally agreed that exposure between the hours of 9 a.m. to 4 p.m. will find the housewife less interrupted by other activities.

A particular challenge is presented to the cosmetic manufacturer of today in trying to reach the working woman, who ostensibly uses his products most, and the teenager who isn't far behind. Competition is keen and cutthroat in the early morning and late afternoon hours. But wouldn't it be worthwhile to attempt developing the daytime sales potential at a far more attractive cost via a rotation schedule than trying to rob Peter to pay Paul at a relatively high rate of exchange and I'll-put-you-on-the-fifth-waiting-list for clearance?

And then come the most difficult of all to reach—the men—who buy the anti-freezes, the automobiles and the beer. Timebuyers are looking carefully these days at rotations set up by astute representatives and station men in periods which in the past were considered most offbeat. These include the Saturday and Sunday hours, the 11 p.m. to midnight segments, the prime evening tv hours where radio rates are more attractive, and the captive automobile audience.

And, if you've been one of the lucky buyers to have the listening habits of your potential consumer broken down by occupation and age, you can take advantage of rotation on an even greater selective scale. Concentrating five spots a week, for instance, between the hours of 10-11 a.m. for a housewife's appeal item has pulled better sales response and delivered a lower-per-thousand consumer than using 20 spots a week at hours considered generally more popular.

THERE'S COOPERATION AT THE STATIONS, TOO

From a station's point of view, the minor headaches created internally by rotation schedules are offset by the healthy business enjoyed. Block programming has specifically lent itself to this form of advertising for obvious reasons, and unless there is a noticeable difference in ratings, advertisers have gone with it. Most stations have cooperated closely in selective rotations, such as allocating a 6-10 a.m. strip to be shared by an antifreeze from 6-8 a.m. and a food product from 8-10 a.m.

But the question of the day. Is this particular satellite heading in the right direction or is it spinning off somewhere? Are its images going round and round in your mind or are they taking hold with a definite pattern created? You, as an advertiser, can buy all you want, but are you getting what you want?

I see no concrete solution at this point, but I do say weigh the pros and cons of a rotation carefully. It is not just a matter of hitting, hitting, hitting and not only failing to impress your potential consumer but it is possible a more than irritating negative reaction is setting in.

Complete honesty on the part of your representatives can do a great deal to help you accomplish the desired result. Do they go along with the pitch? Are stations delivering the promised results?

Rotations have yet to prove themselves the hero of radio's heyday . . . or its Svengali.

Jean Simpson; b. Passaic, N. J. Jan. 22, 1926; grad. Oberlin College in 1947 with B.A. in sociology. In 1950 joined Anderson, Davis & Platte as secretary in radio-tv dept. In 1953, after agency merged to become Anderson & Cairns, was promoted to timebuyer, until 1955 when she joined Doyle Dane Bernbach, where she works on Polaroid-Land Corp., Chemstrand Corp.—both network advertisers—and spot drives for Venus Pen & Pencil Corp., A. Goodman & Sons, Levy's bread, Fairmont Foods.

RAB, Radio, Resurgence

THE MORALE of conventioneers usually is a good barometer of their business. Last week, at the Radio Advertising Bureau's third annual National Radio Advertising Clinic, the barometer proved it was still in good working order.

There have been radio gatherings where broadcasters crept around like undertakers, which indeed at the time they were generally supposed to be, gloomily burying their own. Not last week, though. The enthusiasm and optimism clearly reflected the rising stock of radio which already had been documented in rising volumes of business.

The 800-odd advertiser, agency and broadcasting executives on hand were treated to a case-by-case verification of radio's flexibility not only in the ways it may be used by a given product but in the way it can accommodate so many different kinds of advertisers. Leaders from such diverse fields as airlines and credit, pickles and candy, beverages, shoe polish and hair shampoo presented an unbroken string of success stories that had one thing in common: all were selling goods by using radio.

These success stories, reported in detail elsewhere in this issue, and hundreds of others like them—the number is growing steadily—are tribute not only to radio's selling power but to the relatively small group who never let their faith succumb to the pessimism of just a few years ago. RAB, sponsor of the annual clinics but even more importantly a year-round advocate, must be counted among the leaders of those who have brought radio back this far. The job isn't over. But at this point the question about radio's resurgence is no longer "whether," but "how much?"

The Great Free Lunch Inquiry

IF YOU have ever taken an FCC commissioner to lunch or picked up a bar check for a party of which a commissioner happened to be a member, chances are you're headed for a congressional investigation.

Rep. Morgan M. Moulder (D-Mo.), chairman of the House Special Subcommittee on Legislative Oversight, has begun searching for evidence of corruption at the FCC. To judge by letters which Mr. Moulder has sent to members and key staff people at the FCC and to major broadcasting interests, including the networks, his definition of corruption is somewhat narrower than the common view.

Mr. Moulder seeks detailed reports of gifts, honorariums, loans, fees or other payments, in money or other things of value, given to FCC members and employes and their families, along with information on travel expenses, hotel accommodations and entertainment received by FCC personnel from anyone in the communications business.

The information is sought from Jan. 1, 1949, to the present. A couple of years ago the Evins Small Business Subcommittee of the House asked for similar information—but from 1953, or from the date of the present administration. The date selected by the Evins committee was a clear indication of the committee's political character.

The Moulder committee has disclaimed political purposes in its present inquiry. But the facts and the timing either refute that disclaimer or, at best, establish a strange coincidence indeed. The facts are that although the administration is Republican, the Congress is controlled by Democrats. Next year, when the Moulder committee emerges from its investigatory cocoon into the sunlight of public hearings, a political campaign will be in progress. The entire House and one-third of the Senate will stand for election in 1958.

The well-heeled Moulder committee (initial budget, $250,000) is investigating all independent government agencies, but its principal interest is being directed toward only a few, including the FCC. Its investigators first sought evidence of White House or administration influence but apparently have found little evidence of that kind at the FCC. Thus, it seems, the drive to ferret out connivance, malfeasance or out-and-out bribery has been intensified.

We cannot predict what the Moulder committee will find at the FCC, but we doubt it will find anything approaching corruption.

There probably is less interference from the present administration with the affairs of the FCC than there has been from any other administration since the FCC was created in 1934. What the Republican political organization may have wrought on personnel appointments and even in swinging the balance in contested cases is quite another story. There have been such cases, but they are almost impossible to document.

There never has been an administration of the FCC entirely devoid of politics. To think otherwise is to be unrealistic. Members of Congress, probably to a greater degree than any other group, are responsible for this. Most members do not turn a deaf ear to the requests of important constituents.

There is a way of eliminating politics from administrative agencies. That is to give them the status of courts, with life-time appointments for their members at salaries adequate to attract and retain highly qualified men. This, we believe, is an affirmative legislative course the Moulder committee might well pursue.

Drawn for BROADCASTING by Sid Hix

"Please excuse my husband, Mr. Murrow. . . . He's watching the fight on another station!"

Shop Talk at 26

JUST 26 years ago this week BROADCASTING made its bow. The sub-title then was "The News Magazine of the Fifth Estate." A few issues later this sub-title gave way to *Broadcast Advertising*, a Chicago-based monthly we had acquired. And in 1945 the title became BROADCASTING • TELECASTING, in recognition of the emergence of television.

Today's issue returns to the original masthead: BROADCASTING. The reason should be evident to readers of these columns during the past several years. "Broadcasting" is all-inclusive. It embraces video as well as audio. (The language experts will tell you that "radio" is all-embracing too.)

When television began to move, many radio broadcasters wanted no part of it. They were openly hostile. Contrarywise, the pioneer television broadcasters regarded radio as old hat. In these pages we argued that both could and would live together, that they are kindred media, subject to the same law, the same regulatory authority, using the same basic method of transmission, and dealing largely with the same customers through the same advertising agencies.

Thus, 12 years ago, did we become B•T. About six years later, the National Assn. of Broadcasters, to placate its tv-only zealots, became the National Assn. of Radio & Television Broadcasters. State associations and professional societies in radio added television to their titles in the chain reaction.

Months ago we began advocating a return of NARTB to plain old NAB—an event scheduled to occur next January. Discerning readers began to needle us about our own cumbersome bonnet. We now confess we always had in mind returning to BROADCASTING at the propitious time.

So, with this issue, as we proudly begin our 27th year with a circulation in excess of 20,000, our bonnet reverts to that three-syllable word which bespeaks the best in information, entertainment and enlightenment both by radio and tv.

MERCHANDISING IS LIKE THE LITTLE GIRL WITH THE CURL.....

"...WHEN SHE WAS GOOD SHE WAS VERY, VERY GOOD,

AND WHEN SHE WAS BAD SHE WAS HORRID!"

KSTP Radio and Television believes that advertisers should receive strong, consistent and *professional* merchandising support for their advertising campaigns in the vitally important Northwest market.

To this end, KSTP maintains a full-time merchandising staff working closely with each advertiser to create, develop and implement the selling aids which most effectively add to the success of his campaign.

Among the activities which have made KSTP the Northwest's leader in merchandising* is the KSTP "Feature Foods Merchandising Plan" which provides special in-store displays in 200 top-volume supermarkets in the Twin City area . . . a KSTP exclusive!

In addition, KSTP's expert merchandisers turn out shelf-talkers, banners, window streamers, posters, mailing pieces, survey facts and figures relating to *your* sales problem and special promotions by the score. There is *no charge* to the advertiser for these services which are offered at the discretion of the station.

Our files are full of letters from advertisers who appreciate *quality* merchandising assistance. If you'd like to know more about it, contact a KSTP representative or your nearest Petry office.

**February 27, 1956 issue of Broadcasting-Telecasting shows KSTP offers more merchandising services than any other Twin City station*

Radio 50,000 WATTS **KSTP** Television 100,000 WATTS

MINNEAPOLIS · ST. PAUL Basic NBC Affiliate

"The Northwest's Leading Station"

Represented by Edward Petry & Co., Inc.